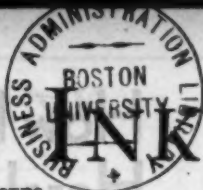


PRINTERS' INK



A JOURNAL FOR ADVERTISERS



VOL. CLXXI, No. 9

NEW YORK, MAY 30, 1935

10c A COPY



YESTERDAY—May 29th—the giant French Line super-ship *Normandie* glided past the breakwater at Le Havre and turned her prow seaward upon her maiden voyage.

Her arrival in New York on June 3rd will crown with success one of the greatest ship-building feats in maritime history.

Organizing and executing the construction, launching, furnishing and commission of this gorgeous luxury liner compels the admiration of the seafaring world.

But the introduction of this new queen of the famous French Line fleet likewise presented problems calling for the highest degree of business strategy.

Obviously, it was imperative to create a permanent following for the *Normandie*. At the same time

it was equally imperative to maintain and increase the popularity of her sister ships.

For a full year previous to this momentous sailing, the offices of the French Line and of N. W. Ayer & Son were busy with a host of related activities designed to command the interest and attention of the public and of the travel trade.

No ship of modern times has called forth in advance such an astonishing flood of bookings. Yet, there has been no falling off in the popularity of the *Ile de France*, or the *Champlain*, or the *Lafayette*. . . . Just another instance in which we have helped to introduce a new product, create its own special market, and at the same time continue the advance of equally important items in the same line.

N. W. AYER & SON, INC.

ADVERTISING HEADQUARTERS • WASHINGTON SQUARE, PHILADELPHIA
NEW YORK • BOSTON • CHICAGO • SAN FRANCISCO • DETROIT
LONDON • MONTREAL • BUENOS AIRES • SÃO PAULO

How Does The Boston Herald Stand in the Country at Large?

Here's the authoritative and interesting answer as compiled by Media Records, Inc., of morning newspapers in 94 major cities for the first four months of 1935.

RETAIL ADVERTISING

3rd Among all the morning papers of the entire United States.

GENERAL ADVERTISING

4th Among all the morning papers of the entire United States.

DISPLAY ADVERTISING

3rd Among all the morning papers of the entire United States.

TOTAL PAID ADVERTISING

5th Among all the morning papers of the entire United States.

OF COURSE, in Boston, the Herald is *FIRST* in all these and practically every other major classification as it has been for years.

BOSTON HERALD-TRAVELER

Advertising Representative
GEORGE A. McDEVITT CO.
 New York Chicago
 Detroit Philadelphia
 San Francisco



For eight consecutive years the Herald-Traveler has led all Boston newspapers in total paid advertising.

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Vol. CLXXI
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PRINTERS' INK

NEW YORK, MAY 30, 1935

This Week

FOR salesmen's self-analysis, J. W. Reed—who knows salesmen—offers an assortment of soul-searching questions, the first of which is this:

Am I really a good, consistent performer, a mediocre producer, or just another guy with baggy pants?

Mr. Reed submits his questions for the use of sales executives who find the old inspiration-amperage running low.

Give 'em another jolt, another up-and-at-'em kick in the posterior?

Too often, that seems to be the accepted answer. And shortly thereafter, as Mr. Reed so pointedly and so eloquently points out, the sales chief discovers—and not necessarily with surprise—"a great quiet stealing over the sales landscape."

Let sales executives turn questioners for once and ask the men. Mr. Reed's suggested questions seem to dig deeply in the right places.

* * *

It seems not enough to say that when a man buys a tractor he is moved by motives different from those that, on another occasion and in another place, urge him to acquire a tube of toothpaste. In part, that difference in motivation explains differences among testimonials, but only in part. Arthur H. Little has been reading testimonials in farm-paper copy. Under the title, "Testimonials—and a Text," he reports what he has observed, and suggests a moral.

* * *

One way to insure your dealer's interested co-operation in prize contests is to make it possible for him to win something, himself. After all, the goods do flow through his store; and, justifiably,

he feels entitled, not merely to a seat in the third gallery, but to participation in the scrap. With a thought for the dealer—and under the heading "Contest Benefits for Dealers"—B. F. Berfield outlines the dealer-participation methods of a number of companies.

* * *

In a labor dispute, nobody wins. With that theme, the White Motor Company, its factory closed by a strike, goes into newspaper space to tell the public, not about the immediate issues, but about the benefits that flow from harmony between labor and management. The copy, unusual in its development of the institutional appeal, calls no one names.

* * *

Despite all fears to the contrary, this era of change has not brought repeal of the law of diminishing returns. In an editorial this week P. I. sounds warning that the law's abolition might entail distressing consequences. But, obviously, it's still in force. For, discussing "Local Markets and A. B. C. Newspaper Lists," Jack J. Boyle, of McCann-Erickson, Inc., invokes it to demonstrate why local copy cannot be completely custom-made.

* * *

Time-honored and held in awe is the law against the negative appeal. At times it is interpreted to read: "Don't suggest a question to which the answer could be 'No!'" And maybe that law ought to be repealed. Writing under the heading, "Coupons and Selectivity," Paul V. Barrett, director of advertising, International Correspondence Schools, reports a test case, carefully pre-arranged,

in which, by a slight margin, a negative appeal outpulled a positive.

* * *

If you're a genius, you can open a can of peaches with a screw driver. But you needn't be rolling in wealth to own a can opener that retails at more than a dollar and a half. See "**Can Openers at \$1.69**" for the story of a high-priced product that, having proved itself in house-to-house selling, now is going out through the channel of the retail store.

* * *

Although, thanks to this week's action of the Supreme Court, any letter emanating from the Federal Alcohol Control Administration now might be called a dead letter, what Director J. H. Choate, Jr., wrote to Park & Tilford Distillers, Inc., *might* serve as a **guide**, unofficial though it is, for other **liquor advertisers**. You'll find the letter quoted under "**Condemns Liquor Copy**."

Southern newspaper publishers, in convention, hear the report of a special committee, which recommends no increase in **A. B. C. dues**, a revision of the bureau's finances, a re-distribution of representation on the board, and application of the same standards to all media.

* * *

The **P. I. Advertising Index** reveals an over-all advertising gain for April—"a larger gain than ordinarily occurs in that month." The gain was 1.3 over March, when the index stood at 78.8. The base figure, 100, is the average for the period of 1928 to 1932.

* * *

The Associated Business Papers put **agency recognition system** into effect * * * **G-E** plans campaign for fall to tie in with **FHA** * * * **A. F. A.** program ready for **convention** in Chicago from June 9 to 12 * * * "**Farmers' Guide**" wins verdict in suit against Mid-West Farm Paper Unit, Inc.

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1929 .. 119,740
 1933 .. 124,937
 1934 ... 127,958
 1935 ... 133,158

Ahead of 1929 and Growing Every Year!

Most people look back to 1929 as a "peak" year. It wasn't a "peak" year for the circulation of The Christian Science Monitor—it was just a step in the progress of this sane, unbiased daily newspaper. More people are becoming readers of the Monitor, because more people are realizing their desire for the really important news of the day with its background, and its significance.

Above figures are A. B. C. for six months' period ended March 31 in each year. For April, 1935, our records showed 139,749.

THE CHRISTIAN SCIENCE MONITOR

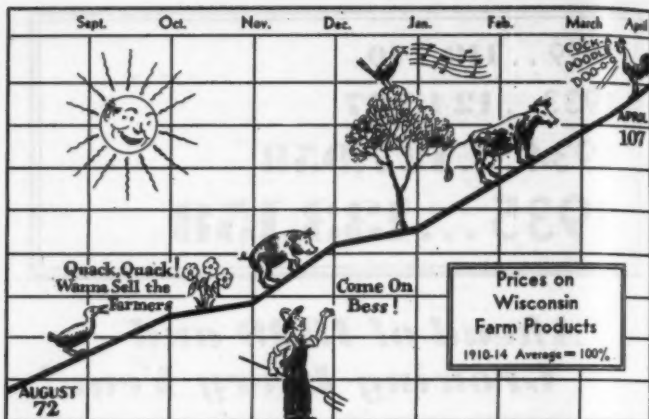
*Published by The Christian Science Publishing Society
 Boston, Massachusetts*

NEW YORK OFFICE—500 FIFTH AVENUE

*Other Branch Offices: Chicago, Detroit, St. Louis,
 Kansas City, San Francisco, Los Angeles, Seattle, Miami,
 London, Paris, Geneva, Milan*



AN INTERNATIONAL DAILY NEWSPAPER



Wisconsin Farm Income UP \$100,000,000

FARMERS are coming into the money again in Wisconsin! Prices received for farm products in this state today almost double the farm income as compared to two years ago. The price index in April, 107 per cent of the 1910-14 average, according to the Wisconsin department of agriculture, was 32 per cent higher than a year ago and about 40 per cent higher than the average for the entire year of 1934.

This means an increase of \$100,000,000 in the income of Wisconsin farmers this year—and that should buy a lot of what you sell. Remember that The Milwaukee Journal reaches the majority of the better farm homes in that 2,500 square mile slice of terra firma which produces more agricultural dollars per acre than any other equal sized area in the United States.

THE MILWAUKEE JOURNAL

FIRST BY MERIT

O'Mara & Ormsbee, Inc. New York Chicago Detroit Los Angeles San Francisco

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Soul Searching Salesmen

More Than 100 Questions, Suggested as Topic of Soliloquy in Quiet of Hotel Room

By J. W. Reed

IF you have never been around when a salesman in the field receives a red-hot letter from the sales manager, you've missed a study.

The old hand stands in the lobby of the hotel, reads it over, looking for any new slant, smiles philosophically, and strolls on out to the movies. Later he writes a nice letter full of potential alibis and more than likely studded with stock expressions, such as "if my expectations are realized," "fullest confidence in my ability to," "no doubt about quota accomplishment," ending on

a you-know-me-Al note with "you can depend on me for satisfactory production." All of which is true or he wouldn't be an old-timer, as both he and the sales manager well know.

The green hand reads and shivers, and hot-foots up to his room to find outlet and relief in an immediate message vibrating with feverish promises of an improved record. This latter, too, will not be unexpected by the boss.

But it is the average producer, the semi-pro, who suffers most. His reply could scorch the water-mark out of the paper if he let himself go, but he doesn't, beyond a veiled protest against a lack of appreciation of what he has been doing in the face of tremendous difficulties "evident to you in your recent visit to my territory."

For a long time now, sales managers have been intermittently tossing those hand grenades at the boys. The times demand it. Sales managers probably don't like it any more than the boys do, but it's in the book. It's one of the things you do after you have run out of

contests and prizes and pictures of "Our Leading Producers for the Second Quarter" in the house magazine.

It's an item among the standard sales practices at the command of the man whose job it is to produce more and better sales. And after he has done some finished writhing in his mahogany swivel chair and some fancy tossing in a lower berth for a couple of weeks, he is in swell shape to string together an assortment of incendiary phrases all focused on the central theme that there will be just as many invitations to the next sales conference, but that there will be new and fairer faces around the festive board—unless!

So the hot shot whistles out. Just as he expects, it has a brief effect on the brethren who make him wonder if he's not a sap to have kept them on this long. And he isn't surprised to perceive shortly a great quiet stealing over the sales landscape.

And so what? Another shot in the arm? Maybe. And then voices



GREAT SCOT, OGILVIE! IS THIS YOUR RECOMMENDATION

How do you mean, sir? It's the usual list. Tried and true, you know.

Confound it, Ogilvie, are you a media manager or a rubber stamp? Last week you gave me this same list for face cream. Yesterday for baby bottles. And now for wall paper. What do you do, Ogilvie—just pull carbon copies out of your drawer?

But, Mr. Wharple, you can't buy any

bigger circulation than that. V
1935 these magazines will
119,004,728 messages. . . .

Messages my hat, Ogilvie! Our
hired us to sell wall paper, not
messages. That's your trouble,
—these moth-eaten phrases, these
cograph recommendations. A
your billion messages. What we
a market. A selective, responsi

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People we *know* will buy wall paper.

You know, yourself, sir, these
lines are the leaders in the field.

confound it, Ogilvie—what we
are *home lovers*, not love-story ad-
-men and women who live in
and spend money on them. Why
under can't you give me *that kind*
ulation? Or don't you know it
bought?

OFFICE MEMO

From: MR. OGILVIE

To: MR. WHARPLE

The Home Market

As suggested, I have gone into the
market question very thoroughly.
You are right: the interest in
and home making among men
and women has increased sharply in the
few years.

Enough, though, almost the en-
d seems to have centered around
magazine—The American Home.
Circulation has *more than doubled* in
the last 24 months, whereas others in

the field have just held their own, or
declined.

Isn't it amazing how the media picture
changes?

Such a rapid growth—from 262,000 to
over 600,000—is so unprecedented that
I felt I should investigate the circula-
tion methods of The American Home.
To my astonishment I find that they
have none! No premiums. No short
terms. No club offers. No boy sales.
No arrears.

Also, *none* of the usual circulation attrac-
tions. No fashion news. No beauty page.
Not even fiction. It is *most* unusual.

To sum up: If we are going to aim
directly at this home interest field (and
I now think we should) instead of just
advertising to women, there is no ques-
tion which magazine should head the
list. The American Home is the No. 1
buy.

*"We recently ran two color-pages in American
Home. The response (8,000 coupons) was most
remarkable, but even more remarkable was the
result of our follow-up survey. We found that
over 60% of these inquiries were live, worth-
while prospects—actively interested in the pur-
chase of floor coverings."

The Firth Carpet Company

The AMERICAN HOME

No. 1 medium for advertisers who sell *anything* for the home

in the dark: Well, he's doing a little more sharpshooting. . . . Same old stuff. . . . Someone hung one on his chin and he's passing it along. . . . What's the guy think I am—a magician? . . . Does he think he could get more out of this territory than I can? . . . If he does, let him tell me how. . . . Drive, drive, drive. . . . Well, I got to send him something to get him off my neck. . . . Always asking me questions. . . . What am I going to do to improve my record? . . . Why am I behind my quota? . . . Why can't I do this and that? . . . Let him give me the answers!

For a good many years, I have come in contact with salesmen and sales managers connected with all sorts of businesses around the country, and so have had some pretty fair opportunities to observe them in their curious occupation of looking for the answers. Each looks to the other—which gives me an idea about questions and answers.

A Self-Conducted Inquisition for Salesmen

According to my notion, the sales manager doesn't ask all the right questions, and, if he did, they wouldn't be answered. Not on the level, at least. They would be too personal and revealing, which brings me to the fact that the salesman himself is the fellow to conduct the inquisition. For he is the boy who knows the answers.

My suggestion is for a soliloquy based on the questions which are always coming up to plague sales managers as well as the hired help. Hastily, let me say that this is not what is elegantly referred to as a psychological test; neither is it demanded that answers be written and sent to someone for weighted ratings. It may be, however, that a sales manager here and there will want to see that the questions that follow get in the hands of some of the men who are forever questioning him.

As a matter of cruelty, nobody will give a hoot whether any salesman goes through with this, or not—except the man himself. And remember, this offering is extracted,

not from thin air but from the dismal discourse of tired gentlemen who had to talk with someone—and I was there.

So, from what was not said as well as what was, I am setting up a row of queries (incomplete, but provocative; related, but classified as loosely as are people) which may be helpful to any disposed to run the gauntlet of their own thoughts. Understand that this is a self-examination, a private little discussion, with "you" as the only arbiter:

Am I really a good consistent performer; a mediocre producer; or just another guy with baggy pants?

Am I getting my share of business from the territory?

Am I paid fairly for what I do?

Am I doing as well as my competitor?

Is my product right?

Is my company right?

Am I getting good support from the house?

Did the company start me off with proper training and sufficient background?

Do I use all that the company offers in the way of sales aids?

Do I know enough about this concern I work for?

Do I know enough about the business in general?

Do I keep in touch with trade conditions?

Have I enough experience to handle this job?

Am I interested in this line or should I change?

Can I?

Having settled that, how about your general attitude toward people and your general technique in making contacts for business? This may remind you of the old yarn about the chap who was so filled with sweet music and who was greatly distressed because it came out so sour.

How do I get along with people?

Am I as tactful as an ambassador or as a billy-goat?

Do I like people or should I be a hermit?

Are people people, or are they suckers or cranks?

(Continued on page 88)

"Fifth Row, Center... Main Floor, Please"

The better the show, the more you insist on "fifth row, center . . . main floor."

Well . . . authentic surveys show that KSTP plays to the largest "main floor" audience (fireside)—day in and day out—because this Dominant Station of the Minneapolis-St. Paul Trading Area presents the greatest parade of radio stars offering the most popular programs . . . the Red and Blue Network of NBC, in fact.

Hitch your program to the "Stars of KSTP" and you'll present your sales message to 50.1% of the total Twin Cities radio audience.*



Details Promptly! Just write:
General Sales Office, KSTP,
Minneapolis, Minn., or to our
NATIONAL REPRESENTATIVES
... in New York: Paul H. Raymer Co.
... in Chicago, Detroit, San Francisco:
John Blair & Co.

*Certified copy of this Survey is yours on request

DOMINATES THE 9th U. S. RETAIL MARKET

And Now It's Jersey

THE trade-mark registration scheme now swings back East. Having been killed by veto in Nevada, it comes to light, now, in New Jersey in an Assembly bill that would make mandatory the State registration—at a fee—of:

"Trade-marks, stamps, seal, design, device, pattern, advertisement, form of advertisement, letter, number, ornament, engraving, word, words, wording, phrase, slogan, name or any sign whatever, label, print, wrapper, brand, imprint . . . or any combination of two or more of the aforesaid subjects, to denote any goods imported, manufactured, produced, compounded, sold, or offered for sale in this State."

Further, "any person failing or neglecting to file such statement"—the registration—"within the time herein provided shall be

deemed to have waived and abandoned any right, title, or interest which he had or claimed to have in such trade-mark or other subject, or the right to the use thereof."

The New Jersey gesture, a "committee substitute" and fully as obnoxious to advertisers as was the unlamented Nevada bill, is on the Assembly's calendar.

And now the Association of National Advertisers, which helped, potentially, in the demise of the Nevada bill, turns its guns on Trenton. Paul B. West, A. N. A. managing director, has asked Jersey members to point out to their legislators the objectionable features of the projected statute, and has suggested that interested advertisers notify their legal counsel as well as their advertising agencies.

Getchell Appointments

M. Peter Franceschi has been appointed production manager and John Stoehr, art director of J. Stirling Getchell, Inc., advertising agency of New York and Detroit. Mr. Franceschi has been with the Getchell organization since its inception in 1931. Mr. Stoehr was formerly with the Doubleday Doran Publishing Company and with Cavanaugh Studios. He has been with Getchell for the last year.

Forker Returns to New York "American"

Eugene Forker has been appointed associate manager of the New York *American*, of which he was at one time publisher. Since leaving the *American* he has been assistant to the general manager of the Hearst Newspapers.

Brown Joins Cole's

H. B. Brown, formerly with Brown & Company, Advertising, Des Moines, has become associated with Cole's, Inc., Des Moines advertising agency, as production manager.

"Transcript" Advances Pond

William H. Pond, of the national advertising department of the Boston *Transcript*, has been made national advertising manager.

Tagliabue Promotes Wacker

E. D. Wacker has been appointed assistant general sales manager of The C. J. Tagliabue Mfg. Company, Brooklyn, N. Y., indicating, recording and controlling instruments. He has been with the company for eleven years, most recently as division sales manager in charge of Snapon controller sales for domestic refrigerators. Mr. Wacker is succeeded by R. A. Skinner.

Has Standard of New Jersey Radio Advertising

The Standard Oil Company of New Jersey has placed its radio advertising account with Maraschall and Pratt, Inc., New York agency. The remainder of the company's advertising will be handled as heretofore. A program featuring Guy Lombardo will start early this summer.

Sachen in New Post

Edward J. Sachen, recently advertising manager of Many, Blanc & Company, Chicago, has joined Philip Blum & Company, Inc., of that city, in a similar capacity.

With Badger Carton

Paul Stocker, formerly of Unwin, Boynton & Stocker, Detroit agency, has become Michigan and Ohio representative for the Badger Carton Company.

FIRST

1919

1920

1921

1922

1923

1924

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1926

1927

1928

1929

1930

1931

1932

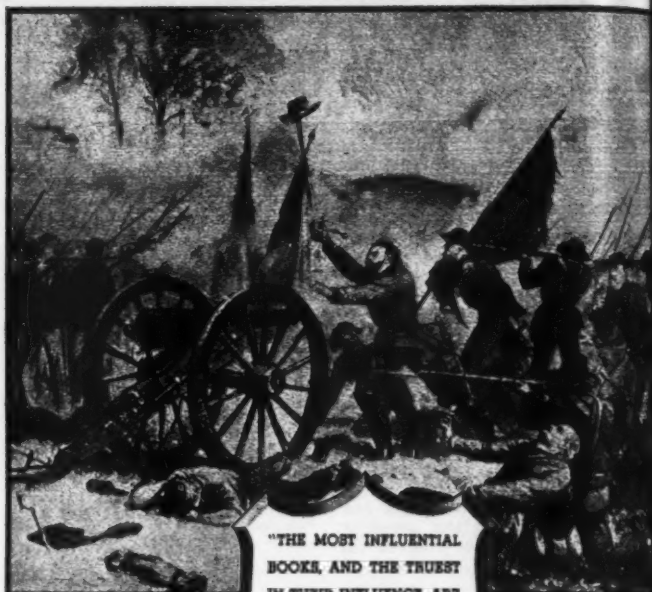
1933

1934



*I*N 1919 this was the haute mode as advertised in The New York Times. Today it's neither haute nor the mode. Styles have changed. But not the first choice of advertisers among New York newspapers. This year, as in 1919 and every year since, advertisers recognize the selling power of The Times by placing more advertising in it than in any other New York newspaper.

The New York Times



"THE MOST INFLUENTIAL BOOKS, AND THE TRUEST IN THEIR INFLUENCE, ARE WORKS OF FICTION", SAID ROBT LOUIS STEVENSON. "THEY RE-ARRANGE, THEY REPEAT, THEY CLARIFY THE LESSONS OF LIFE"

When the band plays "Dixie"

IN 1859, a wandering black-faced troupe needed a new "walk around" for its end men and circle. A minstrel named Emmet wrote "Dixie".

Within 5 years marching men in butternut jeans sang "Dixie" from Bull Run to Appomattox.

Its defiant lilt consoled shattered remnants at Gettysburg...its rollicking words comforted cold and hungry boys in the Wilderness.

Adopted by the North at Trenton in '98, and carried by North, South and West to France in

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cannot find an American today that does not beat whenever the band plays "e".
quely we all recognize mu-
emotional power. Binet, the
h psychologist, with intri-
equipment accurately meas-

ured music's stimulating effect. He found that martial strains materially quickened his subjects' respiration.
But in all the music that has been played, just as in all the fiction that has been written, only a little can be called *great*.

**THE EMOTIONS OF MORE THAN 1,600,000
FAMILIES ARE AROUSED BY THE GREAT
FICTION APPEARING IN COSMOPOLITAN**

NCE IN A great while the emotional power of *Great* on and *Great Music* is com-
H. Irvin S. Cobb, in his fam-
"Judge Priest" stories in
opolitan did this effectively
the old Confederate vet-
swayed a jury's decision
reptitiously arranging that
e" be played outside the
room windows.
pert Hughes, in his recent
opolitan novel "Love Song"
extremely well in the opin-
literary and musical critics
ve Song's" emotional stim-

ulus provided an unequalled background for the advertising of radios, musical instruments, fine clothing, cosmetics, and all other goods and services of interest to intelligent, responsive men and women.
The most stimulating...the most profitable...background for *Effective Advertising is Great Fiction*. Men who sell know its power. Since, by critical appraisal, *Cosmopolitan* publishes more *Great Fiction* per issue than any other magazine, it is evident that *Cosmopolitan* is a better advertising medium.

North at T
by North
France is
COSMOPOLITAN

"Who Can Win?"

In Unusual Strike Copy, White Motor Tells the Public That Labor Disputes Never Are "Won"

THE victor of a war never wins the most important thing of all that can make for permanent peace—THE FRIENDSHIP OF THE VANQUISHED."

Thus read the opening paragraph of a full page of newspaper copy, published last week by the White Motor Company in its home city to lay before Clevelanders its side of a labor dispute.

With the dispute, itself, close to settlement, observers interested in advertising found in White's "strike copy" unusual and interesting characteristics. The copy was thorough. Its tone was temperate. It called no names. Excerpts follow:

"White has no thought of 'winning' or 'losing' in a controversy with its workers. It is interested only in assuring PERMANENTLY HARMONIOUS relations. Obviously, to 'win' or 'lose' is not the way to permanent peace. . . .

"We want the people of Cleveland to know that White values its traditional, friendly relations with its workers above all its other assets. . . . The spirit of White's workers is one of the industry's finest traditions. It has contributed immeasurably to the quality of White Trucks and Busses, to the prestige of the company's name, and to the continued employment of White workers. . . .

"To meet the demand for low-priced trucks and busses, White, during the depression, acquired the Indiana Truck Corporation and moved its manufacture to Cleveland. The production of Indianas has enabled White to give jobs to hundreds of additional Cleveland workers it otherwise would have been unable to employ.

"The moving of Indiana to Cleveland was made in the face of a general belief that Cleveland is a 'graveyard for automotive con-

cerns,' as borne out by the fact that of thirty-four automotive plants that have started here and have provided employment for thousands and taxes aggregating millions—only White remains. . . .

"During the depression, White followed a policy that had for its main tenet the improvement of its product and the completion of its line, in order to be ready for recovery and to take the earliest possible advantage of improved conditions. Hundreds of thousands of dollars were spent in engineering development alone.

"The White twelve-cylinder, horizontally-opposed 'Pancake' engines are one important result of these expenditures. . . .

"In addition to the engineering expense necessary to develop these modern vehicles, more than a quarter-million dollars has been spent recently in new precision machinery capable of producing them to White quality standards.

Just Reaching the Point of Profit

"Production is just beginning to reach the point where the White Motor Company and its workers will profit. We regard the present situation as particularly inopportune and unfortunate because it forestalls manufacturing and sales plans that hold so much promise.

"There could be no stronger proof of the morale of White workers and of their kindly feeling for the company than the peaceful way in which they laid down their tools and walked in orderly fashion from the factory.

"If there are forces at work that succeed in destroying the friendly relations between White's management and its employees, Cleveland will lose a large industry. White will lose its investment. White workers will lose their jobs."

Testimonials—and a Text

Farm-Paper Copy Offers a Moral to Advertisers Who Would Restore Confidence in Industry's Good Intentions

By Arthur H. Little

I WISH I knew the name of that hen. I'd like to emblazon it here upon these tablets of current history so that, for posterity's inspiration, I might signalize, fittingly, her illustrious industry and pay homage, adequately, to her pervid perseverance.

In nine years, she laid eggs to the total of 1,283; and at thirteen—which is a ripe old hen's age—she was still publishing.

Indeed, my information about her is dis'ressingly meager. I don't even know whether she still lives, or has been gathered to her feathered fathers. I know that, despite her prowess, she bore—or bears—herself modestly, and that not even the fame of egg-laying championship could cause her comb to rise in regal *hauteur*.

Further, I know that she is owned, or was owned—if such an institution can be said to be owned by anybody—by Mrs. Carl Hoffman, who lives in the town of Argyle, Texas.

Although she is handicapped, somewhat, by the mules, Mrs. Hoffman is one of America's more successful poultry raisers. To enclose her poultry, Mrs. Hoffman relies upon steel fencing, manufactured by the American Steel & Wire Company. She likes her fencing—likes it so well that she wrote a letter about it; and it is through the letter that I have come to know about Mrs. Hoffman's hen and about Mrs. Hoffman. For the American Steel & Wire Company printed the letter in an advertisement in a farm journal. Mrs. Hoffman wrote:

"One of the greatest economies poultry raisers can effect is well-planned and well-fenced yards for their flocks. Without these they

cannot secure a continuous supply of green feed.

"We used American Steel & Wire fencing in developing our plant many years ago, and it has stood well stretched and intact through all these years, despite the fact that mules run in the pastures surrounding the yards and they are constantly trying to paw through to the green pens."

And alongside Mrs. Hoffman's letter appears, a captioned picture of the smiling Mrs. Hoffman, herself, and of her eminent hen.

To him who would broaden his learning, I commend a browsing through the farm papers with a sharp eye for the testimonials. For example, here's a gleam of light on what a man can do with just a couple of seeds.

STATE OF TEXAS
COUNTY OF SAN SABA

This is to certify that I grew this season two stalks of Galloway's Dixie Rose Cotton.

From one of these stalks I gathered eight pounds of seed cotton and from the other stalk I gathered nine pounds of seed cotton, by actual weight.

I only had two of these seed to plant.

I have no connection with W. S. Galloway in any way and give this statement of my own free will as of possible interest to other progressive cotton growers everywhere.

J. W. LUCAS.

Subscribed and sworn before me, the undersigned authority, this the eighth day of March, A. D. 1935, at Cherokee, Texas.

MRS. DENNIS DEAN,
Notary Public.

Reading the testimonials, you

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From

The Indianapolis News

SELLS THE INDIANAPOLIS RADIUS

New York:

Dan A. Carroll, 110 E. 42nd St.

Chicago

J. E. Lutz, 180 N. Mich. Ave.



farm-paper space, and over the signature of the Pennsylvania Electric Association, I quote a lady who, proponent though she is of that which is newest in our civilization, yet speaks in words that are simple and straightforward and sincere. And, in her picture, how real she seems—just as she is, in her house dress and apron, stirring something on her kitchen stove! I give you Mrs. John M. Hartman, of York County, Pa.

"I wouldn't be without it," she says, "because it really saves me so much work. I can start a meal on the range, and then go on about my other work, knowing the electricity will keep things going right. Sunday, I put the dinner on in the morning, and go to church. When I come home, everything is done, ready to serve. With the old wood stove, someone would have to stay home to tend the fire.

"Of course, it is especially nice to have the electric range during the hot summer days, both for cooking the meals and for baking. My oldest daughter, Mary, does most of the baking on it—cakes, pies, and some of the bread."

Land sakes, Mrs. Hartman, you speak of the old wood stove; and I know exactly what it looked like! More intimately, however, am I acquainted with what stood behind it—the wood box. To this day, I carry brownish, crescentic scars on my shins, and in the palms of my hands the filled-in furrows of excised splinters. Among my contemporaries, I was the first small boy to possess his own, personal ax, and therefore the first to chip off a piece of ankle-bone.

But to resume—we'll step along and meet, out by his barn, Mr. J. A. McCandless, of Euclid.

Over the logotype of the American Agricultural Chemical Company, Mr. McCandless goes on to say:

"I had been getting such good crops with AA quality fertilizers for thirty-three years that I hesitated to try Agrico when it first came on the market. I did try it six years ago, however, and have used it on my potatoes ever since and have seen steady improvement

in both the quantity and quality of my crops.

"Last year I was persuaded to try another make of 4-8-7 goods in a field test with Agrico 4-8-7. Result, 40 bu. to the acre in favor of Agrico.

"This year I plowed down a good sod of sweet clover and applied 800 pounds of Agrico for potatoes to the acre. The nine acres averaged 524 bu. of A-1 quality potatoes to the acre. That's pretty close to a record for Butler County this year. I am satisfied that the extra plant foods in Agrico are largely responsible for my good yield this year."

Mr. Snyder Is Also Satisfied

Mr. McCandless is satisfied; and so is Mr. C. H. Snyder, who ministers to tractors 'way down in Winnsboro, La. Mr. Snyder says:

"Our Cletrac tractor used for plowing was using three to four quarts of oil per day. Since replacing practically new piston rings with Perfect Circles, the oil consumption has dropped to only one quart a day. I have used Perfect Circle piston rings for five years."

Satisfied, also, is Mr. Ralph Byer, who, in this age of specialization, is an orchard-care contractor in Upland, California. He says:

"I purchased one of the first O-12 McCormick-Deering Tractors shipped into this part of the country, and am fully as well pleased with it now as when I first bought it. The O-12 with its rubber tires and high speed fills a real need in helping me move from job to job.

"The O-12 is equally as good in regular orchard work, as it has exceptional pulling ability. It regularly pulls a heavy 8-ft. spring-tooth cultivator, a 10-ft. spring-tooth harrow, or a special furrowing-out tool with a 7-foot beam and four deep shovels.

"Approximately one gallon of fuel per hour is all this small tractor uses. This is remarkable for the amount of work it does, such as furrowing-out 30 acres in 8 hours, and covering 20 to 25 acres on heavier work. I don't find it

THE
SUN
In A
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In BALTIMORE--

DECLARE CITY WILL BORROW NOTHING IN 1935

THE SUNDAY SUN
May 12, 1935

Municipal Officials Point
To Receipts At Close Of
Last Month

COLLECTOR YOUNG
ISSUES STATEMENT

Shows 44.76 Per Cent. Of
This Year's Budgetary Re-
quirement In Hand

With 44.76 per cent. of the 1935 budgetary requirement in hand at the close of last month, municipal officials feel certain they will be able to complete the year without recourse to borrowing in anticipation of tax collections.

The volume of revenue in the first three months of 1935 already had indicated that borrowing would be unnecessary, and this appeared to be a virtual certainty in the light of a statement issued yesterday through Thomas G. Young, City Collector.

The statement revealed the percentage of collections for the first four months of this year and recalled that collections for the same period of 1934 were only 38.63 per cent of the budgetary requirement for that year. Even with this low percentage in

**THE
SUNPAPERS
In April
Daily (M & E)
283,664
Gain of 4,450
Over Apr. 1934**



**After all, what's
in a NAME?**

Business is tough these days for manufacturers who hope to sell unbranded and unadvertised merchandise. Today American housewives present practically a solid front against products about which they know nothing. Mary Morton, who is typical of hundreds of thousands of Chicago American women, will have no truck with unfamiliar merchandise; in other words, *unadvertised merchandise*. And Mary Morton represents half

the buyers of food in Chicago. If you don't advertise to Mary Mortons, think of this means: Half of your Chicago market does not know by name. Think of what means to your Chicago dealer. Every other one of their prospects is not interested in merchandise. Your dealer (but not you) have an immediate alternative: Your competitor's merchandise which is advertised—and salable!

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A SALE!
Mr. Grocer

in Chicago business practice is to remember that Chicago is a two paper town. Of the two evening newspapers, the American has the larger circulation. It will deliver half its great tonnage market to

advertisers who have a story to tell—and tell it intelligently and consistently. So, if you've got a product that's still an infant in Chicago, advertise in the American—and give it a name! A lasting name!!

CHICAGO AMERICAN

. . . more Buying Power to you

NATIONAL REPRESENTATIVES: HEARST INTERNATIONAL ADVERTISING SERVICE
Rodney E. Boone, General Manager

necessary to add oil between changes.

"I especially like the O-12's short-turning ability with a load, its low height, its easy riding, and its ease of handling, which makes it so desirable for orchard work. I can heartily recommend the O-12 in every way."

About Mr. Byer there's nothing impassioned or oratorical. He doesn't dramatize, he doesn't argue, he doesn't eulogize. He just deals out the facts—facts as clear and as concrete and as understandable as an 8-ft. cultivator or a 10-ft. harrow—just deals 'em out cold—cold as steel and straight as a die.

Another User Narrates His Testimonial

Equally satisfied, but slightly more circumstantial and narrational is Mr. Ralph Tratt, of Whitewater, Wisconsin. Mr. Tratt says:

"I am a Middle West dairy farmer, and it occurs to me you may be interested in my experiences in buying motor oil. I own a car, a pick-up truck, and a tractor—have had at least that much automotive equipment for years, and, of course, I have tried out a good many different kinds of oil.

"A relative, who is a mechanical engineer, first recommended Quaker State to me—but I did not take his advice. Later, after I repeatedly complained about the amount of oil the truck was using, the mechanic who does my garage work made the same suggestion and I tried it. I certainly was surprised and pleased at the difference it made. Instead of adding oil every 200 or 300 miles, I found I could go from one refill to the next without adding any. Since then I've found my repair bills to be lower, too, so it's no wonder I'm sold on Quaker State. I've found its use is a real economy.

"My own opinion, based on experience, is that price isn't the only thing or even the first thing to be considered, whether you are buying oil or dairy cows."

On either oil or dairy cows, Mr. Tratt, I surmise, would be a hard man to fool. He and his colleagues

of the open spaces are realists. To facts—to facts that they know to be facts—they will listen. By facts, and particularly when the facts come from men of their own kind, they are impressed.

Idiom? Yes, they recognize it and enjoy it. But let no advertiser fear—and as a matter of fact, few advertisers to farmers do fear—that to win the farmer's respect, farm-paper copy, and in particular the testimonial, needs don a garb of bad grammar.

If, still peering through your technical specs, you look into the diction, you may find, here and there, a word surprisingly literate. You may find a phrase that even a copy writer might have written. But you'll find few abstractions.

In a search through many pages and in a careful reading of many testimonials, many of which were concerned with things automotive, I found not once the word *performance*!

And now, what have we? In these farm-paper testimonials, we find reflections of the conditions and characteristics of the men—and women—who will read them; and we find reflections of an understanding, on the part of advertisers, of those same conditions and characteristics. Indeed, we find that, when industry talks to agriculture, industry eschews pretense and artifice and speaks simply and plainly and rationally, as if it were addressing an equal.

And finally, then, we find something more: a moral. Need common sense, need respect, need decent regard for the intelligence of the audience be confined to the farm papers? Need only the farmers find out that industry, as its motives are shadowed forth by its advertising, is neither cynical nor deceptive nor anti-social? *Farm and Ranch* was thinking, not only of farmers and ranchers, but of all readers of advertising, all consumers of goods and services when it warned—and I repeat the warning:

"It behooves industry to give more consideration to the need of restoring confidence in industry's good intentions."

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Canceled; Poor Position

Where an Advertisement Should Appear in a Newspaper Seems Overrated Problem

[An Editorial]

ARTEMUS WARD, a now almost forgotten writer and lecturer of Civil War days, noted that most of the young bloods of his time expressed a willingness to go to the war if they could be given commissions as officers. They were not so keen to become ordinary soldiers. So Artemus Ward conceived the idea of organizing a company, each member of which would be a major-general. Ward himself was to be captain of the company.

When a publisher notes that only one of the pages of his newspaper is designated by the figure "3" and that a large number of advertisers clamor for position on that page, perhaps, in his desperation, he may have harbored an idea patterned after the happy inspiration of Artemus Ward—the idea of numbering ALL of his pages as "page 3."

What is good position in a newspaper? Does anyone really know? Is it position "well forward?" The classified advertising is placed well rear-ward yet it seems to be profitable to advertisers. Is it position surrounded by reading matter? The retail grocery advertiser much prefers position on crowded food pages than to be separated from competitors.

In New York, Fifth Avenue is the famed shopping street. Location there is "good position." Yet some of the largest and most successful stores are not on the Avenue at all. And in a department store, not every department can be located in "good position" at the entrance, yet crowds of shoppers swarm in departments which have theoretically less desirable position or location. Aren't position complaints more or less a habit? Do people kick just on "general principles"?

Among some advertisers, the impression seems to prevail that a newspaper reader starts at the front of the paper and reads the pages in consecutive order . . . and that he tires before he reaches the last page. Yet it is common observation that the reader does no such thing. There is no rule about it. After the first page, the next point of special interest may be any one of the remaining pages . . . sports, financial, editorial, society, comic section, or something else.

Competition is the life of trade. The best place to start a grocery store is near other grocery stores. The best place to start a restaurant is near other restaurants. The best place to have a theater is in the theatrical district. A newspaper page crowded with interesting advertisements may be the best place to put your advertisement.

Advertisers who habitually make position complaints often voice their complaints as soon as the edition is out and before it has been generally circulated. In such circumstances, it is too early to know the results of the advertising. Strange as it seems, the chronic kicker is not appeased by unusually good results. He clings fanatically to his theory as to what is good position and often is more pleased with "good" position coupled with poor results than he is with "poor" position coupled with good results.

One form of complaint is illustrated by the objection to having an advertisement for a laxative placed on the same page as an advertisement for salad dressing—or to having an advertisement for a vermin exterminator placed on the page with an advertisement for a perfume.

Yet neighboring stores, with their

THE GREAT Dealer Influence MYSTERY

THAT mysterious force called "dealer influence" is highly esteemed on Advertising Row. Agencies survey it, clients cry for it. Space salesmen talk about it as though it were the exclusive function and property of some particular medium or circulation.

Actually, "dealer influence" is no more mysterious than the reason why humans eat. Every advertising medium, from the theatre program to the mass magazine, has it in some degree. The only mystery is the quantity and quality of that influence.

The "dealer influence" of a publication is nothing but its ability to move merchandise. It has little to do with what dealers, as human beings, read themselves. The only thing that really influences retailers is the little bell that rings when you press the keys of a cash register.

Look, please, at the newspapers neatly arranged at the foot of this page. What magazine has the "dealer influence" of the

Atlanta, Baltimore, Birmingham, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Dallas, Detroit, In

UNITED NEWSPAPERS

NEW YORK: 420 Lexington Avenue

CHICAGO: 360 N. Michigan Avenue

DETROIT

Building

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Milwaukee, Minn

Plain Dealer in Cleveland or the News in Detroit, or the Press in Pittsburgh—to name only three of the twenty-one?

The answer, of course, is **THIS WEEK**. First, because **THIS WEEK** is part and parcel of the dealers' own newspapers. Second, because **THIS WEEK** thus has 3 to 5 times more coverage in its sales zones than other magazines.

"Dealer influence", presumably, is what makes a retailer stock up. But there's only one reason for stocking goods, and that's the expectation of selling them.

When advertisers support their dealers with space in **THIS WEEK**, dealers are easier to influence. They know their chances of moving the merchandise are better—3 to 5 times better.

Some very astute advertisers have already discovered that **THIS WEEK'S** "dealer influence" is no mystery at all. That it can be measured in larger stocks and more frequent orders. Because **THIS WEEK** moves merchandise off the dealer's shelves—and that's the only "dealer influence" worth the price of admission.

THIS WEEK

A Powerful Sales Force in America's A Market

Milwaukee, Minneapolis, New Orleans, New York, Omaha, Philadelphia, Pittsburgh, St. Louis, Washington

NEWSPAPERS MAGAZINE CORPORATION

Building

SAN FRANCISCO: 111 Sutter Street

LOS ANGELES: Lincoln Building

display windows adjoining, successfully sell such dissimilar products. Often the store selling the vermin exterminator also sells the perfume or the salad dressing. In department store advertisements such unrelated items may be grouped in an omnibus ad—with-out unfavorable results—and yet if the products are advertised in separate advertisements paid for by separate advertisers then one or more may complain.

The housewife shopping for groceries may find that the delivery boy has combined in one large package three rolls of toilet tissue, a dozen artichokes, a portion of rat poison and a box of cocktail wafers. Such a contretemps worries her not at all, yet some Nice Nellie in the advertising business may have a conniption fit if such grocery-store articles were advertised on the same page.



McGraw-Hill Elects

James H. McGraw, Jr., former treasurer of the McGraw-Hill Publishing Company, Inc., has been elected executive vice-president of the company, according to an announcement by Malcolm Muir, president.

Mr. McGraw, Jr., is succeeded as treasurer of the company by Borden R. Putnam, formerly secretary, who has also been elected a member of the board of directors. Mr. Putnam is succeeded as secretary by Donald C. McGraw, who was also elected to the board.

Mr. McGraw, Jr., will continue his functions as vice-chairman of the board and as chairman of the finance committee of the company.

Mr. Putnam has been with the publishing organization for six years.

Summer Golfers Set Dates

The Summer Advertising Golf Association will hold its thirty-first annual tournament June 28 to July 1, at the Fishers Island Club, Fishers Island, N. Y. The men's qualifying round will be played on Friday, the first two match play rounds on Saturday and Sunday and the semi-final and final rounds on Monday. The ladies' tournament will be played on the Hay Harbor course.

Chicago "Daily Times" Change

J. Littrel Clark has been appointed national advertising manager of the Chicago *Daily Times*. Mr. Clark has been with the local display staff of the *Daily Times* for the last five years and prior to that was with the Chicago *Herald and Examiner*.

The buyer has a tactical conversational advantage over the seller, so the advertising representative seldom possesses the courage to remonstrate with chronic position complainers. He tries to dictate sweet and soothing letters of apology and to answer vitriolic telephone calls as graciously and as diplomatically as possible, promising better position "next time"—all the while realizing that a tremendous amount of time is being wasted by both kicker and kicke.

An advertising medium is like a transportation line. It delivers advertising messages. When you ride in a railroad train, it matters little if you are in the third car or in the sixth. If you reach your destination, that is all that counts. In advertising, if you sell the goods, that, too, is all that matters, isn't it?

Form Cooley & Cortes, Inc.

Cooley & Cortes, Inc., organized by William O. Cooley and associates, has purchased the entire interests of the publishers' representative business that has been conducted under the name of Ingraham, Cooley & Coffin, Inc. The new firm will continue the offices of the former corporation in New York, Chicago and Detroit.

Officers of the new corporation are: William O. Cooley, president; George F. Cortes, treasurer; and E. M. Doyle, secretary. These three have purchased all interests formerly held by P. B. Ingraham. H. P. Coffin, of Chicago, disposed of his interests in the organization several years ago.

E. J. Powers continues as manager of the Chicago office.

Join Harlan Agency

Winthrop Martin, for the last eleven years in agency work in San Francisco, has joined the M. E. Harlan Advertising Agency, of that city, as an account executive. He recently was with Bowman-Deute-Cummings, Inc. G. A. Jergensen is now with the Harlan agency in a layout and art capacity. He recently was with the Continental Advertising Service.

Flood with Uneeda Biscuit

R. J. Flood is now advertising manager of the National Biscuit Company, New York. He recently resigned as manager of the sales promotion department of the Gulf Refining Company, Pittsburgh. George Oliva is assistant advertising manager.

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Federal Trade Commission Complaint Involves an Unusual Price Maintenance Angle

A COMPLAINT of price maintenance has been issued by the Federal Trade Commission against the Condé Nast Publications, Inc. It concerns the operation of a department in *Vogue*, called "Finds of the Fortnight," which occupies two of that publication's editorial pages.

Specifically, the complaint alleges that Nast contracted with garment manufacturers to feature their garments in *Vogue*, that they agreed to pay the publisher 5 per cent on the sales of reproductions of the models featured. This practice, the commission holds, tends to mislead readers of the magazine into believing that its recommendations were disinterested.

The complaint also alleges that the contract included an agreement whereby manufacturers agreed not to make or sell any other garment similarly designed. Further, the complaint charges that the publisher made agreements with certain retailers throughout the country who feature and sell those garments. "The magazine publishes their names," the complaint says, "and agrees to furnish a list of these selected retailers to the manufacturers with whom it enters into contracts, the manufacturers agreeing to sell only to the retailers in a given community so listed.

"Retailers signing contracts with the Nast publications agree to purchase a minimum of one of each garment featured in every issue of *Vogue* and to maintain the retail price thereof quoted for at least one month after the on-sale date of the magazine issue in which they are shown."

The publisher will have an opportunity to show cause why a cease and desist order should not be issued.

A new angle on unfair competition may be involved in this charge. Incidental to the major points set

forth in the complaint, it is possible that this new angle may bring into the case the matter of merchandising service and so seek to bring about a ruling on its status in fair trade practices. It raises the question whether or not a publisher can feature in his editorial pages merchandise which he believes may be of interest to his readers, and contract with the manufacturers of that merchandise to pay a service fee to meet costs incidental to promotional work among retailers.

It would appear from the complaint that the Commission is under the impression that the fee paid by the manufacturers to Nast was in the nature of a payment for preferential publicity, whereas the charge, in fact, is made for a merchandising service.

Mr. Nast's Statement on the Complaint

Condé Nast, president of the Condé Nast Publications, Inc., made the following statement to PRINTERS' INK on the complaint:

"The matter involved concerns one of the departments of *Vogue* called 'Vogue's Finds of the Fortnight.' This department consists of two pages of the sixty or more pages of editorial matter published in each issue. The idea of this department was originated because many merchants in cities other than New York had complained that *Vogue* created a demand for models which they were not in a position to supply to their customers.

"The publisher decided to set aside two pages which would regularly show models selected by *Vogue* and yet which its readers could find available in their local cities. This department necessitated a whole new group of employees and much extra work on the part of the editors.

"In order partially to defray the



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DRIVING FORCE

PROMINENT Advertisers increasingly select the Home Magazine. They use it as a major effort against America's largest market, or they add it to their schedules to insure sales success.

The reason is simple. New York's largest evening newspaper is dominant in coverage . . . 97% concentrated in the New York area.

Known for its sales vitality, it provides the only week-day opportunity for four-color advertising . . . And at low cost!

Among Current Color Advertisers

B. T. BARBITT • BORDEN • CHEVROLET • CONSOLIDATED GAS • DUFONT
FORD • FREDERICKS • GLENMORE • GOODERHAM & WORTS • LOOSE-WILES
NATIONAL DISTILLERS • NORCE • PENICK & FORD • PHILLIPS SOUP
PITTSBURGH PLATE GLASS • PLYMOUTH • SCHARFER BEER • SOCONY
WESTINGHOUSE

MAGAZINE

of the **NEW YORK JOURNAL**

ONALLY REPRESENTED BY HEARST INTERNATIONAL ADVERTISING SERVICE
RODNEY E. BOONE, GENERAL MANAGER

expenses of this department, manufacturers agreed to allow *Vogue* a service fee of 5 per cent whenever a garment was chosen from their lines. As this department developed, the publishers found that in order to quote a price to *Vogue's* readers at which these garments could be purchased, it was necessary to ask each shop carrying 'The Finds of the Fortnight' to agree for a period of one month to sell the garments at the selling price that was quoted in *Vogue*.

"It is these selling arrangements which are claimed in the complaint to involve restraint of trade and unfair competition.

"The principal charge of unfair competition is based on the agreement which the retailer makes with the publisher. It is claimed that this maintenance of retail prices for one month is an unlawful restraint of trade. The publisher contends that it would be manifestly unfair to its readers for the magazine to publish a list of stores at which the dresses illustrated may be bought at prices specified in the magazine, and then to permit some merchants to ask greater prices than others and thus give the lie to the magazine; that what-

ever restraint of trade is involved during this short period is reasonable and lawful.

"The publisher emphatically denies that there is anything in its conduct of the two pages which appear under the title 'Vogue's Finds of the Fortnight' that tends to mislead or deceive the readers of the magazine.

"No fee of any kind whatever is paid either by retailers or manufacturers for merchandise shown in any other department of the magazine."

It is important to all magazine and newspaper publishers that this action by the Federal Trade Commission be confined to the price-maintenance issue.

If the Commission goes beyond this and broadens its action to set a precedent which would restrict a publisher from studying new developments in the merchandise markets, from picking out articles which he believes will be of interest to his readers and featuring such articles in his editorial pages, publishers are apt to find themselves faced with a precedent for unfair and unwarranted intervention in their editorial services. The next step would be intervention in their advertising pages.



Boston Club Elects McIntire

Allyn B. McIntire, vice-president of the Pepperell Manufacturing Company and president of the Association of National Advertisers, has been elected president of the Boston Advertising Club.

John C. Nicodemus, New England representative of Alco Gravure, was elected first vice-president; Philip J. McAteer, educational director, International Association of Printing House Craftsmen, second vice-president; Frank A. Black, treasurer, and Edmund S. Whitten, secretary.

On the occasion of the annual dinner, the *Christian Science Monitor* issued a special edition, the first three pages of which were given over to news of club and A. F. A. activities.



Pepsodent Advances Gardner

J. Baxter Gardner has been appointed assistant advertising manager of the Pepsodent Company, Chicago. He has been a member of the company's advertising department for the last four years.

Walter W. Templin has resigned as a director and vice-president of Pepsodent.

Chicago "Daily News" Appoints

Hilding Alarik, recently of the Milwaukee *Journal*, has been appointed sales promotion manager of the Chicago *Daily News*. He was, at one time, supervisor of promotion for Hearst Newspapers, director of research of the Pittsburgh *Press* and sales promotion manager of the Minneapolis *Tribune*.

Carl Carstensen has been appointed promotion manager of the *Daily News*, in which capacity he will direct circulation and editorial promotion. Mr. Carstensen joined the *Daily News* in 1925, later served for two years with Homer McKee, Inc., and returned to the promotion department of the Chicago paper in January of last year.



Robinson, Sales Representative

Lee Robinson has opened offices at 152 West 42nd Street, New York, as sales representative for the Standard Transformer Company of Chicago and the Ken-Rad Corporation, Owensboro, Ky. He was with the Bill Bros. Publishing Corporation for twenty-two years and more recently was business manager of *Camping World*.

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Your Show Window at Her Breakfast Table!

This is America's purchasing agent. Her orders run high into the billions each year. She is the best customer in the world.

Naturally, her likes and preferences are worth knowing. Here are two of them:

She likes PICTURES—any woman's magazine editor knows *that!* And she likes COLOR—her clothing, her furniture, *everything* about her bears witness to *that!*

Combining these two via COLOR PHOTOGRAPHY, many a manufacturer, many a merchant has won her favor—and through it certain success for himself.

For color photography shows her his product exactly as it is, and tells its sales story faster, more convincingly than hundreds of precious words strung together by the most expensive copy-writer.

But when ACTION is added to these color photographs—the living action of real, unposed people—*then* advertisement, folder or catalog reaches a new high of selling power.



The Lakeside Press • R. R. NELSON

350 East Twenty-second Street, Chicago • Editor's Office, 3



The picture shown here (and referred to on the preceding and following pages) was photographed in our own studio, engraved in our own shop, and printed on our own presses.

R. NELLEY & SONS COMPANY

Office, 305 East Forty-fifth Street, New York

These *Color-Action* photographs (like the one printed in this insert) are not easy to make. They require a camera FAST enough to expose blue, red and yellow negatives in a single instantaneous flick of the shutter. They demand engraving skill closely akin to genius, if the full brilliance of the original is to come through undimmed to the finished printed piece.

But, properly done, they are worth all the care and trouble—*because they tell the story and sell the goods as nothing else will.*

We can make just such *Color-Action* photographs and engravings for you—whether they are to be printed on our presses, or those of a magazine or some other printer.

In addition to color engraving and printing we have available practically all known printing processes (Letterpress Rotary Water-color DEEPTONE Rotogravure Fine Half-tone and Photo-Fact). Also we can do any phase of your work design, photography, engraving, typesetting, printing, binding, distribution—or take UNDIVIDED RESPONSIBILITY for the entire job from start to finish.

The Lakeside Press

R. R. DONNELLEY & SONS COMPANY • 350 East 22nd Street,
Chicago • Eastern Sales Office: 305 East 45th Street, New York

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Contest Benefits for Dealers

How Advertisers Are Offering Special Inducements to Get Retailers Behind Competitions

By B. F. Berfield

IN conducting a prize contest it rarely pays to have the dealer get the feeling that he is on the outside looking in. Yet this is just the feeling he gets if the contest is considered entirely from the consumer angle.

While the prize contest idea is one of the old standbys of advertisers, depression years, with their new competitive pressure, have brought not only a deluge of contests but also, because of this deluge, the necessity for developing better technique.

Thus while a few years ago it was considered Q. E. D. that if a consumer was interested in a contest he automatically bought merchandise and therefore the dealer would see the benefits of the contest, today the Q. E. D.-ing has been carried to a much finer point. A number of recent and current contests bring the dealer and even his clerks into active participation in the money awards.

The dealer is actually one of the key points in any consumer competition. No matter how efficiently the contest is advertised, the retailer frequently can give the final impulse to the prospective entrant. He acts as a link between the company and the consumer.

To a number of companies, therefore, it has seemed only logical that in addition to telling the dealer that he will benefit by extra sales due to the contest they should also give him something more concrete in order to get his backing. Thus they have made him a participant with a chance for him to win along with his customers.

The Seminole Paper Corp. in its \$56,300 contest made a direct bid for dealer patronage as follows:

The contest was built directly

around the dealer, the entrant being asked to say in fifty words or less what she thought a grocer, in a picture shown in the advertising, was saying about Seminole to a customer as he sold. Entrants were required to put on the name and address of the dealer.

Then in the consumer advertising the company sent the following message to retail grocers, store managers, druggists and dealers:

"Dealers will receive prizes identical to the prizes awarded their prize-winning customers. (Fifteen of the thirty Hupmobiles will be awarded to dealers, fifty of the 100 Stewart-Warner Radios, etc.) Dealers to be eligible for these duplicate prizes, should make attractive displays of Seminole and call customers' attention to the clues listed at bottom of page.

"Important. The more answers your customers send in, the more opportunities you have to win. Ask your customers to mention your name and address on each answer they submit. Prize-winning dealers will be notified by mail at the same time their prize-winning customers are notified."

Dealers Not Overlooked in Pepsodent Prizes

In the Pepsodent Amos 'n' Andy Weber City contest dealers were awarded duplicate prizes when any of their customers were winners, and assisting clerks were given a cash prize if their name was on the sticker which the dealer was advised to attach to cartons submitted by customers.

In the current Palmolive contests there are \$10,000 in dealer prizes. These are paid out in the form of twenty \$500 cash prizes, one prize to be given to each of

the twenty dealers who sell the Palmolive Soap to the winners of the free European tours offered to consumers.

The same idea is being carried out in the Super-Suds contest, in which a Packard is given away every week to the writer of the best letter telling "Why I Like Super-Suds." To the dealer who sells Super-Suds to the winner of a Packard Sedan the company pays \$500 and gives \$100 to the clerk making the sale.

In the Gillette Safety Razor contest, in which ring-side seats and transportation to the Baer-Brad-dock fight are being given, each dealer selling to a contest winner gets the same prize as the customer.

In an Ivory Soap contest last year, contestants were asked to include the grocer's name and address because women who won grocery prizes were given credits to the amount of the prizes with their favorite grocer. Furthermore, the five grocers who showed the most skill in displaying and featuring Ivory Soap during the contest won automobile prizes.

A More Indirect Way to Include Dealers

Not quite so direct as the giving of outright cash or merchandise prizes to dealers is the plan used by McKesson & Robbins, Inc., in its current \$25,000 Calox contest. Here there are 200 prizes, consisting of \$50 worth of any kind of dental work at the winner's dentist, or \$50 worth of any kind of merchandise at the drug store, and 400 prizes of \$25 worth of dental work and \$25 worth of merchandise. Consumers are offered an option of accepting \$40 in cash in lieu of one of the first 200 prizes and of \$20 cash in lieu of one of the 400 prizes.

Consumer advertising carries the following messages to the dentist and the druggist:

"To the Dentist: We appreciate the enthusiastic support you have given Calox Tooth Powder, and we recognize the fact that many of the thousands of new users of Calox have been influenced by your

recommendation. In acknowledgment we are offering 200 prizes of \$50, and 400 prizes of \$25 in dental work if the winners so elect. It is our belief that this offer will stimulate public interest in sound professional dental care."

"To the Druggist: The success of the McKesson business has been founded on our cordial relations with retail druggists. In order that you may have a deserved share in the benefits of this Calox Celebration Contest, we are offering 200 prizes of \$50, and 400 prizes of \$25, which may be taken in merchandise purchasable at your store. You will be supplied with Contest Entry Blanks. Tell your customers about this great contest, and suggest that they enter."

Other Methods of Creating Dealer Interest

These are examples of the more spectacular contests that give the dealer immediate rewards. There are, however, a number of methods in which dealer interest can be created.

The first, and simplest, of course is the device of asking the entrant to go to the retail store to get the contest blank and details of the competition. This is widely used and at least has the merit of getting the customer into the store and exposing her to the sales talk of the dealer, if he is alert enough to realize his possibilities. There is no question, however, that he will not be nearly as interested in building entries under conditions of this kind as he will if he feels that there is a chance that he himself will win a prize.

He, of course, likes his profits on merchandise sold. But it takes him a long time to sell merchandise which will amount in profit to the \$500 he may get if his customer wins a capital prize.

A variation of this practice is furnishing dealers with books or advertising literature which will help the customer to answer the questions. A large Bond Bread contest of several years ago was based on letters which could be prepared by consumers only after reading elaborate books which they

could give.

An introduction of the store makers. Rugs. lowered quoted from: "one of page as Have you mail it to

In 1934, many gay consumer culture a time the picture nana bag bananas. to go to in order contest p

Another purchase, the submission, accompanied by ducted by the Rizla cigarettes advertising Rizla Jiffy counter—rette with write a story about Film Jiffy Kit

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Occasion

Joins McK

Dr. Arthur joined the McKinsey & search and Prior to joining was merchant cago Herald

could get from the retail store.

An interesting and effective variation of the "get the customer into the store" device was used by the makers of Armstrong Quaker Rugs. Among the rules to be followed by entrants were these, quoted from a consumer advertisement: "Just take a photograph of one of the rugs shown on this page as it looks in your home. Have your dealer sign it. Then mail it to us."

In 1934 the Fruit Dispatch Company gave away cash prizes to consumers who would give a picture a title in ten words or less, the picture being found on a banana bag given with a hand of bananas. Thus the consumer had to go to a store and buy bananas in order to get the bag with the contest picture and entry blank.

Another contest that required purchase, but was a variation of the submittal of the entry accompanied by or on a label, was conducted by the manufacturers of the Rizla Jiffy Kit for rolling cigarettes. The consumer in advertising was told, "Simply get a Rizla Jiffy Kit at any tobacco counter—roll and smoke a cigarette with a Filter-Tip. Then write a slogan in your own words about Filter-Tip Cigarettes, or the Jiffy Kit Roller."

When the Quaker Oats Company gave away \$9,000 in cash for coloring a picture of Claudette Colbert, not only was the contestant required to fill in the name and address of the grocer but was also told that she could get a large picture of Miss Colbert in full colors to work with by asking for it at a grocery store or a movie theater showing the actress' latest picture.

Occasionally a company goes so

far as to make the dealer's store the point of deposit for entries. This practice, however, is so fraught with the possibilities of mistake that it is seldom used except by small sectional manufacturers who can exercise a close check-up on dealers.

There are many ways in which the average retailer can lose or mislay entries. Furthermore, there are always a certain number of dealers who will be skeptical about the value of the contest and will resent the idea that they have to bother with the details of taking care of entries. Therefore, the practice of making the dealer's store a point of deposit is one that is pretty generally avoided.

It is rather surprising that a number of companies who insist that all contest entrants give the dealer's name and address do not make any follow-up. The possibilities for this type of effort are shown in an activity of the Mohawk Carpet Mills.

This company recently received 48,156 entries in a rug-naming contest. To each dealer named by a contestant is being sent the names of customers who are getting a special sales stimulation during May. Thus the dealer is given an excellent list of live prospects. Furthermore, the company is capitalizing this in its house magazine "The Mohawk Rug Retailer."

In this article we have discussed concrete ways and means of getting dealer interest either through allowing him to participate in prizes or in some way or other carrying the consumer into his store to buy merchandise.

In a future article, the subject of methods of advertising to the dealer to get his interest will be discussed.

+ + +

Joins McKinsey Organization

Dr. Arthur Burnstan, recently economist with Armour & Company, has joined the Chicago office of James O. McKinsey & Company, management, research and engineering organization. Prior to joining Armour, Dr. Burnstan was merchandising manager for the Chicago Herald and Examiner.

New Columbus Agency

The Mead Advertising Agency has been formed at Columbus, Ohio, and will occupy offices with the Byers Associated Companies at 53 East Gay Street, with which it will co-operate. J. M. Mead, for many years a member of the advertising staff of the Columbus Dispatch, will head the new company.

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REPORT OF
THE NATIONAL SYSTEM OF
EMPLOYMENT & CHARITY CARE
IN
THE LOS ANGELES COUNTY
HOSPITALS MARSH

BY W. H. HARRIS
REPORT MANAGER
LOS ANGELES, CALIF.

EDITED BY
MR. THOMAS CHANDLER
W. H. HARRIS MANAGER
LOS ANGELES, CALIF.

VOLUME
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S OF UNEMPLOYED

ARE AMONG THE *Largest Buyers* OF NEWSPAPERS !

This simple startling FACT is fast becoming the most talked-of subject in the triplet worlds of Selling, Advertising and Publishing!

Have you seen the new survey showing the effect of unemployment on retail sales in 1935 made by The Los Angeles Times?

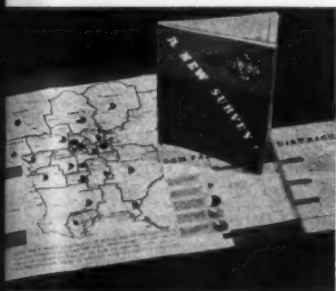
—is the question that is sweeping the country. Hundreds of hard-headed, straight-thinking business men who "have seen them

all" are saying of this survey, "It is the most interesting and of greater practical value than any survey they have ever seen.

Have you sent in your request for your copy?

—is the question that we are probably asking you for the last time because the 1,000 copies avail-

able for general distribution are rapidly being exhausted.



How much of the market for various products has been eliminated? • What is the exact effect of unemployment on the various income groups? • What is the effect of unemployment on 1935 spendable income? • Exactly how much of the 1930 buying power remains in 1935? • Why do practically all existing surveys and market estimates have a margin of error of 15% to 50% because these unemployment factors have been entirely unknown until now?

Send for your copy to-day... and please clip this coupon!



Please send me the Los Angeles Times Survey 13

Individual Name _____

Position _____

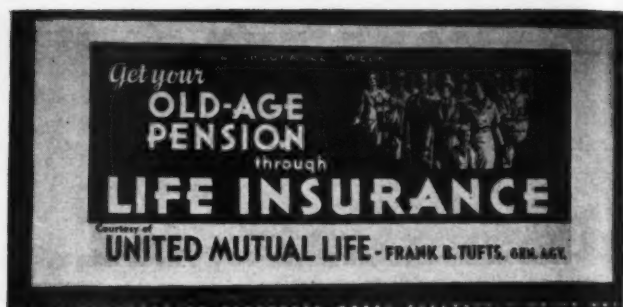
Firm Name _____

Address _____

City _____

Los Angeles Times Survey Dept., Room 1000
1200 Broadway, Los Angeles, California

Life Insurance Outdoors



DURING Life Insurance Week, May 13 to 18, thirty-two life underwriting companies in Indianapolis contributed to an outdoor poster campaign, the most complete outdoor showing ever sold in the city. The posters materially assisted in the writing of more than \$3,000,000 worth of life insurance in that city during the week.

Participation by all companies had the effect of distributing mechanical costs to such an extent that specially designed posters were possible at a very moderate cost. Suitable locations were reserved in advance in the more desirable selling areas, much traveled streets

and arterial highways leading into Indianapolis. The cost of the posters and design was charged pro rata among the thirty-two participating companies while all locations were drawn by lot. Each poster carried an individual imprint of the representative contributing the space.

The theme of the campaign was intended to go a step farther than merely promoting Life Insurance Week. Life insurance as an economic force was kept in mind and life insurance as a sound basis for security in old age through pension and social security insurance plans was stressed.



Winch Heads P. N. N. A.

S. R. Winch, business manager, Portland *Oregon Journal*, has been elected president of the Pacific Northwest Newspaper Association. He succeeds J. F. Young, of the Spokane *Spokesman-Review*, who died in April and who had been president of the association since its organization in 1920. W. E. Hartmus, business manager of the Portland *Oregonian*, was elected treasurer, and W. H. Cowles, publisher of the *Spokesman-Review* and Spokane *Chronicle*, was named to the executive committee.



Tarble with G & W

Newton E. Tarble, for the last fifteen years general sales manager of Snap-On-Tools, Inc., has been appointed assistant general sales manager of Gooderham & Worts, Ltd., distiller of G & W Star Whiskies, etc.

Chicago Agency Group Elects

Lloyd Maxwell, executive vice-president of Roche, Williams & Cunningham, Inc., has been elected vice-president of the Chicago Association of Advertising Agencies, succeeding W. B. Ricketts who recently left the agency field to join Edwin G. Booz & Fry Surveys.

Five committees have been appointed to carry on the work of the association. Their chairmen are: Membership, M. Glen Miller; legislative, Charles M. Sloan; fraternal and relations, Russell T. Gray; meetings and speakers, S. C. Stewart; publicity, Charles A. Reincke.



Nettleton Joins Hoyt

Edward T. Nettleton, nine years advertising and publicity director of the Holland American Line, New York, has joined the copy staff of the Charles W. Hoyt Company, Inc., New York.

ALTHOUGH every copy of the paper lists such list, it is not a list of a company. While advertising for each each a separate individual mulated sound re be done. many el market more over run coun- tice and returns v resultant cal and a

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Local Markets and A, B, C Newspaper Lists

This is the sixth in the series of discussions by leading agency space buyers on the knotty problem of making up A, B, C lists. Mr. Boyle, who is a member of the Newspaper Committee of the American Association of Advertising Agencies, approaches the problem from the angle of studying the newspaper against the potentials of the local market.

By Jack J. Boyle

McCann-Erickson, Inc.

ALTHOUGH basically the theory on which A, B and C newspaper lists and all variations of such lists are established is essentially simple, in making up such lists a compromise must be effected between the ideal and the practical.

While it is true that ideal local advertising should be tailor-made for each market and each city, and each market should be treated as a separate problem, with an individual advertising campaign formulated for each, there still exist sound reasons why this should not be done. First, there are present many elements common to every market for a particular product; moreover, such an operation would run counter to good business practice and the law of diminishing returns would get in its work, with resultant exorbitant art, mechanical and administrative costs.

Where, then, should we begin and where can we stop? This, after all is the problem which confronts the space buyer, the intelligent solution to which can be made only after he has taken due recognition of the more easily measured variables that affect newspaper advertising in each city. Let us enumerate these variables.

A—The Market

1. Population.
2. Sales.
3. Sales potential.
4. Competition.

B—The Newspaper

1. Circulation.
2. Milline rate.
3. Advertising volume.
4. Qualitative value.
5. Comparative coverage.

Most of these factors are more or less inter-related. For example, there is almost always a relationship between the population of the market and newspaper circulation just as there is between sales and competition. Sometimes only one will be considered—at other times it is necessary to consider both.

I have divided these factors into two groups for a definite reason. Behind any attempt to make a schedule fit a market are two distinct considerations: the market itself and the medium covering it. To illustrate, let us look at the advertising of a group which understands local markets better than any national advertiser—the local merchants themselves.

All merchants in a town do not use the same media and the same volume of space. Their advertising schedules are varied and we generally find the most important governing factor in the selection of media is the market problem of the individual merchant. The largest merchant generally uses the most space because his sales are largest, his store is largest, his list of present customers is largest and consequently his sales potential is

greatest. We might find also that the leading merchant in town "A" spends more per capita than the leader in town "B" and the reason is more often than not that town "A" is a more prosperous market and there is more business to be had there. Broadly speaking, the merchant makes his choice of newspapers and the way he uses them on the same basis as the national advertiser and usually he uses each one differently.

Where Many National Advertisers Are Lax

It is here, in the evaluation of markets and the proper allocation of advertising funds, that many national advertisers are lax. True, it is often very troublesome to gather detailed information on one's own business, but such information is required if the advertising dollar is to purchase its maximum.

In this phase, the problem is often beyond the immediate sphere of the space buyer. He cannot go much beyond an attempt to interest the advertiser in collecting market and sales information. The space buyer can and does get some information from publications and other extraneous sources but all too often it is not complete and cannot be used for comparative purposes. Many times the small bits of information he may pick up from these sources leads him to believe that the current or recommended plan going across his desk has weaknesses in it which he cannot correct because he lacks enough information to do so.

A method sometimes used in the allocation of advertising by market is to assign the space appropriation in direct relation to sales. However, this method has some self-evident weaknesses and can be dangerous in use. If advertising is important in creating sales the direct correlation of sales and advertising tends to improve the good markets and to neglect the poor markets. A program of this type if carried out indefinitely would eventually mean giving up entirely one group of markets and concentrating the entire appropriation in what were originally the better sales areas.

A much sounder procedure is the use of an index which is a combination of present sales and sales potentials. The sales potentials might be based on some one market index, or group of indices, with the weight given to each based upon rule of thumb experiments. Even after the final index has been formulated it is at times necessary partially to disregard it in certain points for reasons peculiar to an area.

This is not intended to be a thesis on marketing, but marketing is such an integral part of space buying and of the subject under discussion it cannot be ignored.

There are some fortunate manufacturers who find that their sales so closely follow population or general buying power that the market index used in conjunction with the advertising appropriation means very little. This group would consider the United States as a unit market and their use of A, B and C lists would be based entirely upon newspaper values.

We will pass them by for the moment for the other and probably majority group which does have variable markets.

When the Index Doesn't Fit Each Sales Division

After a market index has been determined it will be found that the same schedule will not fit within each sales division, as a result of the manufacturer's position in the particular market, or the newspaper set up.

It is necessary then to change some part of the advertising program in areas where there is less advertising per capita and there must be either a reduction in circulation or insertions or in the unit size of the insertions. Some decision must be made at this point as to what will be reduced. The copy problem enters here, since some types of copy demand dominating space, others constant repetition, etc.

If for good and sufficient copy reasons, space schedules cannot be varied, then a reduction must be made in the amount of circulation purchased, i.e.: the number of newspapers used.

If the copy does not permit

THE LARGEST GAIN IN GENERAL LINAGE

FOR THE FIRST FOUR MONTHS
OF 1935

According to Media Records, Inc.,
The Detroit Free Press made a greater
gain in general advertising for the
first four months of the year than
any other Detroit newspaper. The
figures follow:

FREE PRESS 54,527 lines GAIN

1st Evening Paper . . . 704 " LOSS

2nd Evening Paper . . 50,339 " GAIN

(Above figures exclude "This Week" and "American Weekly" advertising)

The Detroit Free Press

1831—ON GUARD FOR MORE THAN A CENTURY—1935

VERREE & CONKLIN, Inc., National Representatives

from an advertisement published in 1932

The High Cost of the Sour note



DID YOU ever stop to think, those of you who read and like THE NEW YORKER, and who think that its advertising pages are so interesting, that one reason they are interesting is what is *not* there?

Probably you never stopped to think of that, and we don't blame you.

But in the course of a year we have cause to decline a great deal of perfectly good advertising, or to advise our gripping solicitors to make wide circles around certain advertisers.

Why? Snootiness? A thousand times no.

Nothing we like better than cash.

Nothing we hate worse than a censor.

Nothing but one thing: the Sour Note.

32

When there's a nice party going on in your penthouse or our back-parlor, there's nothing that jars quite so much as a serious genteel lecture on, for instance, feminine hygiene. The subject is unmistakably important, the moral pertinent, the social service worthy, the rhetoric okay—but not at this time and place. A lot of other subjects fall into the same category.

You see, when we get out a paper, we feel for the moment like your host. It's a terrible thing to have to dissect such a gentle relationship without sounding preachy or mawkish, but that's the way we feel; can't help it.

And we're going to invite to our party only the kind of people you want to see and hear—whether they're writers and artists who make our text and pictures, or writers and artists who make our advertisements. Such Sour Notes as we can reasonably avoid we must, do, shall—so that your after-taste will be jake.

Doesn't this cost us money we'll never get? Yes—our treasurer and statistician were just telling us how much more cash we would have taken in “if only.” Stunning figures. Sure, it costs us money—at the moment. But in the long run (and seven years isn't so long) our self-denial has tilted into our till the second-greatest volume of advertising in any magazine.

Why? Only because you think “the advertising pages are so interesting.” (It's partly because they're clean.)

THE
NEW YORKER
25 WEST 45th STREET
NEW YORK CITY

APPETITES

Appetites of Northwest newspaper readers were whetted by 38,700 more lines of National and Local food advertising in The Daily Journal the first four months of the year, than carried in any other Minneapolis newspaper.

THE MINNEAPOLIS JOURNAL

O'Mara & Ormsbee, Inc., Representatives

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changes in size and frequency, it can then be decided what is to be done in individual newspapers.

The two most important considerations in selecting newspapers for different lists are milline rate and visibility. Fortunately for the advertiser, milline rates generally run in inverse ratio to advertising volume. There are exceptions, of course, but relatively few over a broad range, since milline rate is one of the most important measures of advertising productivity, based upon results per dollar invested. Other advertisers will have found that a large volume of space at a high milline rate is not productive and they will have spent their advertising expenditures accordingly.

When Papers Have Similar Audiences

There is no justification for spending more per reader in one paper than in another if both have an audience of similar character. If, for example, the *Hohokus Bugle* has a milline rate of \$3 and the *Swampville Bleat* a milline rate of \$6 the same advertisement in each would involve an expenditure of twice as much per reader in the *Bleat*. Of course, if the *Bleat* has a gilt-edged audience and the *Bugle* is read mostly by share croppers, the former may be worth the difference. Also if *Swampville* is blessed with a swell sales force and *Hohokus* salesmen seem to spend their time at ball games again the higher cost per reader in the *Bleat* may be justified.

It is difficult to outline any sound, all-embracing formula for the proper allocation of A, B and C sizes. This function is just as important as the selection of newspapers and, as in their selection, no common, arbitrary yardstick may be used on all accounts. In general, the attempt should be to keep the cost per reader uniform without sacrificing visibility. Milline rates are, of course, readily available, but there is no collated information covering advertising volume beyond those papers measured by Media Records.

While this latter group represents most of the important papers

of the country, it will be well worth the trouble to fill in the missing ones and obtain another group running down to cities of approximately 50,000 population and more. This information may be secured directly from the publisher or from the publisher's representative. It is only necessary to do this once a year. The papers may then be graded into different groups, depending upon the total volume of advertising carried. It is best to omit classified advertising, inasmuch as some papers carry a large volume of this advertising and others none at all and classified has little effect one way or the other on the question of visibility of national advertising.

With specific information on milline rate and advertising volume, plus the space buyer's general knowledge of newspapers, some definite dividing point should be set as a guide, but should not be adhered to too strictly. For example, if the paper represents an audience that is above average for the product advertised, there is no reason why milline rate and visibility may not be partially disregarded. The same would hold for special competitive situations.

Reducing Number of Insertions Instead of Size

There is one other group of A, B and C lists which involves a reduction in the number of insertions rather than in the size of each advertisement. This generally occurs when all insertions are relatively small in size, but frequently inserted.

For example, a campaign which consists of fifty to 100-line ads running twice a week for a period of a year might be reduced for a B list to once a week, or perhaps three times every two weeks. In such an instance the essence of this type of campaign, repetition, is not lost because, as the volume of total advertising in a paper increases the visibility decreases and the reader sees the copy only every other ad or every third ad or even every tenth ad. In the smaller paper with less advertising the reader sees the advertise-

ment more frequently, so that the reduced schedule in the smaller papers is just as effective on each reader.

I would like to add a note of warning here covering the mechanics of reducing large ads to small sizes. Generally the advertisement is created in the larger size. If mechanical re-scales are used, care must be taken in making the reductions. Frequently it is necessary to re-write and condense copy rather than merely to reduce type sizes. Sometimes, also it may be better to drop some of the elements in the advertisement to avoid poor readability. It may at all times be more desirable to make a new layout, rather than mechanical reduction. A great deal

depends upon the particular advertisement and it is often difficult to tell in advance whether an ad will reduce properly until after the reduction has been tried.

Frequently the total circulation of the second or the combined second and third sizes exceeds that of the list which carries the largest size so that the smaller sizes are more important, than the large ones.

If four points are kept in mind in preparing A, B and C lists it will be difficult to go very far off the track. They are:

1. The market.
2. Milline rate.
3. Visibility.
4. Common horse sense.

+ + +

Wagner, Publisher, San Francisco "Call-Bulletin"

Frederick Wagner, for thirty-three years associated with newspapers on the Pacific Coast, has become publisher of the San Francisco *Call-Bulletin*. He has been with Paul Block and Associates, with whom he was associated as vice-president and Pacific Coast manager.

Mr. Wagner joined Paul Block in 1931 when the Los Angeles *Herald* purchased the *Express*. Previously he had been national advertising manager, business manager and general manager successively of the *Express*. Before that he was with the *Seattle Times* and the *Post-Intelligencer*.

Mr. Wagner succeeds Robert P. Holliday as publisher of the *Call-Bulletin*. Mr. Holliday, after twenty-five years in the newspaper business, is planning an extended rest and also to devote more time to the California National Guard in which he has had an extensive interest.

. . .

New Atlanta Business

Newspaper Features, Inc., has been formed with offices at 1529 Healey Building, Atlanta, to handle newspaper advertising, publicity, syndicated articles and other types of advertising. J. C. Wilson is president of the new firm, stockholders in which include Robert T. Jones, Jr., O. B. Keeler, Asa G. Candler, Jr., and other Atlanta business men.

. . .

First Campaign for Shoe Polish

Charles M. Hatcher, Philadelphia, manufacturer of Nero shoe polish, has placed his advertising account with the Sidney H. Weiler Advertising Agency, of that city. A newspaper campaign is planned for the product, which has never been advertised before.

Spence Heads New England Publishers

William G. Spence, Lowell *Courier-Citizen*, was elected president of the New England Newspaper Association at its annual meeting held last week at Boston. Other officers elected were: Henry H. Conland, Hartford *Courant*, vice-president; Charles L. Fuller, Brockton *Enterprise*, treasurer, and Stanley T. Black, Pawtucket *Times*, secretary.

The board of governors includes these officers and Franklin B. Hurd, Providence *Journal-Bulletin*; William H. Reed, Taunton *Gazette*; Alexander H. Roger, Lawrence *Eagle-Tribune*; William Dwight, Holyoke *Transcript*; Roland H. Ferguson, Manchester, Conn., *Herald*; Leroy B. Noble, Rutland *Herald*; John A. Muehling, Manchester, N. H., *Union-Leader*, and Julius Matthews, Biddeford *Journal*.

Frank E. Phillips is manager of the association.

. . .

Advertising Students Graduated

Seventy-three students were graduated from the advertising classes conducted by the Philadelphia Club of Advertising Women at exercises held on May 14. Nan M. Collins, president of the club, awarded a two-year scholarship in the Charles Morris Price School of Advertising to Florence Odling for attaining the highest average throughout the course.

. . .

With Atlantic City Paper

Leonard M. Goldsmith, formerly account executive and production manager of the Arthur Rosenberg agency in New York and more recently with the New York office of Montgomery Ward, has been appointed national advertising manager of the Atlantic City, N. J., *Daily World*.

New York
DAN A.
110 E.

Chicago
J. E.
Lake Mich

HERE is a typical example of what is constantly occurring in Washington, D. C.:

The 61st Annual Session of the AAON of the Mystic Shrine will be held in the National Capital on June 11, 12 and 13 with an expectancy of 150,000 or more visitors.

The record of conventions in Washington during the last 12 months from figures furnished by the Greater National Capital Committee of the Washington Board of Trade shows:

There were 200 Conventions
bringing in \$13,500,000.

There were 2,400,000 Tour-
ists bringing in \$25,500,000.

That means thirty-nine million EXTRA dollars left in Washington to be spent by Washingtonians.

This is in addition to the fixed Federal and private payrolls which keep the Washington Market a prosperous one with its nearly a million people to be catered to.

The problem of reaching them is simple and sure through The Star—Evening and Sunday—the recognized home paper.

An Associated Press Newspaper
Member Metropolitan Sunday Newspapers
Member Major Market Newspapers

New York Office
DAN A. CARROLL
110 E. 42nd St.

Chicago Office
J. E. LUTZ
Lake Michigan Bldg.





TIME

The Weekly Newsmagazine

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**SERVICE MAKES
THE SEEM BETTER**

Just a psychological trick no doubt, but valid.
In the same way a vital, lively magazine lends★
its own vigor to every good advertisement
served up in it.

★ Your ad borrows an Intangible Plus from TIME's environment—the all-pervasive air of news, of alert interest from cover to cover.

Coupons and Selectivity

How, Under Proper Working Plan, Advertising Results Can Be Scientifically Pre-determined

By Paul V. Barrett

Director of Advertising, International Correspondence Schools

WHAT would happen if every advertisement had to carry a coupon? The answer is lots of things; and one of the things I am sure would happen is that advertising would come at least a few steps closer to being the exact science that some of its over-enthusiastic practitioners already assert it to be.

Every thoughtful advertising man knows that because of factors beyond the control of any individual or group, prejudice, half-knowledge and hasty conclusions play a leading part in much of the advertising of today. Within the ranks of the advertising profession arguments rage concerning the respective merits of the positive and negative appeal, about whether people will read long advertisements, about a score of other matters—and in nine cases out of ten the argument is supported only by opinion or prejudice based on inconclusive experience.

Advertisers have their own methods of demonstrating the part played by factors that limit the effectiveness of advertising. Many an advertiser kides himself by insisting on advertisements that please him, regardless of the fact that advertising is a pretty expensive whim for his company if its purpose is merely to convince him of the merits of his own products. Then, if sales come up to expectations, he gives credit to advertising that should go to a good sales force. Time and time again a good publication is kept off an advertiser's schedule because his wife doesn't like it, or because he never sees it in his own home or the homes of his friends, and so on *ad infinitum*.

Whatever else the coupon accomplishes, it surely accomplishes one thing. Properly used it supplies knowledge backed by conclusive evidence, to take the place of prejudice or ill-founded opinion. It brings out into sharp relief both failures and successes. It supplies definite answers to a score of otherwise debatable questions. It shatters illusion and provides sound and tested guidance for the future conduct of the advertising program.

Forty Years of Coupon Advertising

For forty years the International Correspondence Schools have used coupon advertising exclusively. During all of those four decades the I. C. S. has kept a complete, day-by-day record of the returns from every advertisement as it has appeared in every publication during every one of those years. That record, as it has grown, has been our guide in the conduct of our advertising. There are few questions that arise today, to which it cannot supply an answer. I do not say that it can supply answers to the questions of another advertiser, but it does supply answers to most of our own.

I have mentioned the argument over the positive and negative appeal. That is important to us. The nature of our business permits us to use either. If our advertising is to attain maximum effectiveness, we surely ought to know, not guess, which appeal will serve us best.

Some months ago we placed two advertisements in the same issue of the same magazine. The advertisements were the same size, had the same general layout and



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1. Read the intelligence files.
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 4. 67.8% are the subscri telephone ingo. in the read are Di lies.)
 5. The L 100% of A con n cent per other more families

Here are 1,000,000 Digest Families

Less than 30% read any of
the three other big weeklies

700,000 read only The Digest

THESE is only one way to cover the great weekly magazine audience — put The Literary Digest on your schedule. Here are three reasons why: Consider The Digest's poll of telephone subscribers — proving conclusively that 14% of those telephone families who read only one weekly read The Digest.

Consider Daniel Starch's newest magazine effectiveness report — only 9.2% of The Digest readers read Weekly A — 9.3% read Weekly B — 11.3% read Weekly C. Assuming that none of these figures duplicate — in other words — that there are no families reading The Digest and two other weeklies, the maximum portion of The Digest audience reached by the three other weeklies combined is only 29.8%. This leaves a great market of over 700,000 families — telephone families — families with better than average income untouched by any weekly magazine advertising schedule unless you use The Digest.

This unduplicated coverage is one reason for the amazing results secured by Digest advertisers. Use of many other publications with millions of circulation does not affect results from The Literary Digest. Consistent low cost per inquiry and traceable sales results make Digest advertisers enthusiastic.

Five Facts about The Literary Digest

1. Read by over 1,000,000 intelligent well-to-do families.
2. Read by 525,000 families who have incomes over \$1,000 annually.
3. 71% of the heads of Digest reading families are owners of businesses, executives, or members of the professions.
4. 67.8% of Digest families are traceable telephone subscribers as indicated by telephone directory listings. (Note: 14% of all the telephone subscribers in the United States who read weekly magazines are Digest reading families.)
5. The Literary Digest gives 100% coverage weekly at a cost of one-quarter of a cent per family. (Note: No other magazine reaches more than 12% of these families.)

The Literary Digest

USE THE LITERARY DIGEST AND GET THE BEST RESULTS

appearance, and occupied equally good positions. One was headed "Yes!" and carried the sub-head "It's The Happiest Moment in a Man's Life." The other was headed "No!" and had a sub-head "You'll Never Get Anywhere in the World, Jack." In the "Yes!" advertisement the girl was accepting the man's proposal of marriage. The text dwelt on the man's new responsibilities, and the necessity of equipping himself to meet them. In the "No!" advertisement the girl was refusing the man, for the reason explained in the sub-head. The text urged the man to do something about it, by training himself for a better job.

Both Negative and Positive Appeal Pull

Certainly it would be difficult to find two more clear-cut examples of the positive and negative appeal. The conditions surrounding each were as nearly identical as they could be. Which appeal was the better? Based on the business resulting from the two advertisements and we know exactly how much business resulted from each, one appeal was just as effective as the other. Each has brought in a satisfactory volume of inquiries and enrolments. The negative appeal has actually produced a few more enrolments to date, but not enough to be significant.

Later returns may increase the business attributable to either or both advertisements, but they will not change the fact that so far as we can determine from this and many other tests, it does not make any difference which appeal we use. It all depends upon how we use it. And that, I suspect, is the answer to most of the arguments about which is the better.

Our records show—remember that they cover forty years of advertising—that much the same answer must be given to the question as to whether or not people will read long advertisements. We recently ran a full-page advertisement that was really six advertisements in one. There was just about as much text on the page as the page would hold. It was,

in every sense of the word, a long advertisement. We received as much business from it as we would had we run each of the advertisements separately. Our whole experience has been, and we have the facts to prove it, that people will read long advertisements if they possess the qualities of good advertising. Advertisements that don't possess these qualities probably won't be read whether they are long or short.

Again, our records are guide posts in the maze of argument about position. We have experimented with many positions in many magazines, and our results show that there is no one answer to the question, "What is the best position?" In some magazines an advertisement as near as possible to the front cover will invariably bring us better returns than an identical advertisement farther back in the magazine. In other publications exactly the reverse is true. Frequently there seems to be no reasonable explanation for this reversed situation, but whether or not we know the reason, our records show us which position is the better for our advertisements, and we are able to guide ourselves accordingly.

Advertising Provides Wealth of Other Data

In addition to settling for us a lot of the debatable questions that afflict advertising, our records, properly studied and interpreted, provide us with a wealth of other information that is invaluable in the conduct of our advertising program. A large proportion of all the consumer products and services that are advertised have a greater appeal for one age group than for others. It is important for the advertiser to know accurately to what age group he should direct his message. We know exactly at what age prospective students are most receptive to the thought of home study. That age is twenty-seven years and three months. Other things change, but this remains the same. Since 1895 it has been true that at twenty-seven years and three months men seem

Can't

Fool Farmers About Farm Papers—

YOU can fool advertisers sometimes
about farm papers—

But you can't fool *farmers*!

Consider just these two facts:

Of all farm papers The Weekly Kansas City Star is practically the only one that does not have to bolster its circulation by premium offers, contest schemes, clubbing offers or other similar inducements.

Yet The Weekly Kansas City Star relying on news and editorial merit alone has more subscribers than any other farmers' weekly in America.

Farmers know what they want. They take The Weekly Star. They like it because it gets farm information to them in a hurry, not weeks or a month late. They like it because it is printed weekly, on high speed rotary presses, and because it reaches most subscribers within 24 hours after the last forms have closed.

They pay for it in cash—for periods of one year to three years in advance.

The Weekly Kansas City Star.

LARGEST FARMERS' WEEKLY IN AMERICA

477,287 Paid-in-Advance Subscribers



Journal Loses 1021, News Telegram Gains 2809 in Week-day Circulation

DURING the six-month period ending March 31, the daily Oregonian made the biggest gains of any Portland newspaper, with an increase of 3886—the daily Journal LOST 1021, and the News-Telegram (week days only) gained 2809.

That's proof of the rousing public approval accorded The Oregonian's modernization in appearance and news treatment—its new type dress, attention-compelling headlines, big new features such as the *Farm, Home and Garden* section, *Wirephotos*, the *Young Oregonians*, and leadership in helpful women's features, and accurate, complete news coverage.

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The livest paper and the strongest selling influence in the Pacific Northwest

That the swing to The Oregonian is increasing, month by month, is shown by the April average daily circulation of 109,764, an increase of 4391 over the average for the six months ending March 31.

More and more advertisers are concentrating their sales efforts in The Oregonian. They realize the heightened reader interest, reflected in circulation gains, means this powerful newspaper is the strongest selling force in the Portland area and the Pacific Northwest. You, too, can sell the rich Oregonian market by using Portland's fastest growing newspaper.

The Oregonian owns and operates Portland's leading radio stations—KEX, 5000 watts; KGW, 5000 watts daytime, 1000 watts night—both affiliated with the National Broadcasting Company. National Representatives: Edward Petry & Co., New York, Detroit and Chicago; MacGregor & Solie, San Francisco.

THE DETAILS

Six Months Ending March 31, 1935.

Daily OREGONIAN	Daily JOURNAL	Daily News-Telegram
105,373	106,081	75,041

Six Months Ending Sept. 30, 1934.

101,487	107,102	72,232
3,886 (GAIN)	1,021 (LOSS)	2,809 (GAIN)

Oregonian Daily Average, April, 1935, 109,764

The OREGONIAN

PORTLAND, OREGON

National Representatives: Verree & Conklin, Inc., New York, Chicago, Detroit, San Francisco.

National Color Representatives: Associated Newspaper Color, Inc., San Francisco, New York, Chicago, Detroit, Los Angeles, Cleveland.

ONE OF AMERICA'S GREAT NEWSPAPERS

to reach the height of their ambition, combined with determination to achieve it and a willingness to use their spare time to that end.

What makes it more surprising that this age of greatest receptivity to our message has not changed in forty years, is the fact that the type of prospective student has changed very greatly. Naturally this has brought great changes in our advertising. Economic conditions and rapidly changing techniques in industry have brought to us steadily increasing numbers of men who have gone through college but find they need additional education to meet the changed conditions with which they are confronted.

The same thing applies to men who may never have gone to college, but who have worked themselves up to responsible positions and now find a lack in their educational equipment. Correspondence school advertising used to stress the fact that the courses were easy. Today our advertising, adapted to a new type of student willing to work and work hard for what he needs, never emphasizes the easiness of a course and frequently points out that it calls for hard work.

I started in to write this article by asking what would happen if every advertisement had to carry a coupon and then answering my own question, which is perhaps taking an unfair advantage. I know, of course, that no such condition can ever exist and equally "of course" is the fact that the mere universal use of a coupon could never accomplish anything, or prove anything one way or an-

other. Many factors affect the usefulness of the coupon.

Businesses have gone broke under an avalanche of coupons. The receipt of the coupon is only the start of the job. Unless the advertisement has sought out the right type of prospect to send in the coupon, the advertisement itself and all the expense of the follow-up is a total loss. The more coupons received from the wrong types of prospects, the swifter is the pace toward the bankruptcy court. Sound selectivity is the basis of all successful coupon advertising. The coupon advertiser must shoot with a rifle where many other advertisers use a shotgun.

This brings me back to a final word about our records. Forty years of careful experimentation and recording of the dollars-and-cents' results of every advertisement in every publication we have ever used enables us to know with something approaching absolute certainty what publications will bring us coupons from the type of prospect we want to reach. To such a fine point has our selectivity been drawn that our advertising is actually able to select better prospects than our representatives in the field, with all their opportunities of meeting the prospect personally and estimating all the conditions likely to affect his enrolment.

Of prospects who read our advertisements and send in a coupon, the percentage enrolled is far greater than the percentage of enrolments from those whom the advertising has not selected but whom the representatives contact on their own ground, in their own surroundings.

Barnett Kaufmann with Agency

Barnett Kaufmann, formerly Canadian sales manager for the Cudahy Packing Company, has joined the staff of the Guggenheim Advertising Company, San Francisco.

• • •

Appoints Martin Agency

The J. C. Moench Shoe Company, Boston, has appointed the Martin Advertising Agency, New York, as advertising counsel.

Starts Own Service

Miss Jeanne Batten, who has been preparing and broadcasting programs for products in the food and household field, has formed The Jeanne Batten Company, 489 Fifth Avenue, New York, as a radio product promotion service.

• • •

Names Zinn & Meyer

Banford Laboratories, Inc., New York, has appointed Zinn & Meyer, Inc., of that city, to advertise a new type of depilatory, Creme-Vanishaire.

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Coal Man and Brickbats

Wherein Editor Holbrook Would Have Advertising Agent
Durstine Do Some Investigating

THE COAL HERALD, INC.

BOSTON

Editor of PRINTERS' INK:

I read with interest Mr. Roy Durstine's article* in your May 9 issue. He presents a compelling and conclusive answer to the snipers at advertising.

I have no quarrel with his development of his main proposition. As a matter of fact, in my own case it is a bit academic. Fortunately, although the coal industry may have its troubles, no member of it has ever submitted to us any questionable advertising copy.

But I do rise to protest that this long suffering industry appears to be an injured bystander as snipers throw brickbats at advertising, and advertisers throw brickbats at the brickbat throwers.

Mr. Durstine says, "Advertising . . . creates dissatisfaction against coal stoves and coal furnaces. . . ." The statement is precise in that the preponderance of advertising is placed by manufacturers of equipment burning competing fuels. The implication, however, is that coal hasn't got much on the ball.

The coal industry is not dead; not even dead from the neck up. If Mr. Durstine is spry and able to cross Fifth Avenue without waiting for the lights, it will take him less than five minutes to get from his office to the corner of 42nd Street. There he will see a stove that boils water in ten seconds flat, that has an oven ready without a moment's warming up, that beats charcoal for broiling. This stove does not raise the temperature of the kitchen by so much as one degree. Operation cost for a large family for a year is \$16. The stove burns coal.

Let Mr. Durstine hop on the

*"A Challenge to All Snipers at Advertising," by Roy S. Durstine, PRINTERS' INK, May 9, 1935, page 76.

Lexington Avenue subway and ride down to the tip of Manhattan. He will find there a coal operator who is selling "Heating Results Upstairs." He has his own trademark on equipment which will consume his coal, and he is selling this equipment throughout the anthracite territory of the United States and Canada. He is one of many merchandisers in the industry well worth knowing.

One machine puts coal in the furnace automatically as needed, removes the ash to sealed cans, licks oil and gas to a frazzle on cost (both initial and operating), beats any "on-and-off" automatic firing for comfort, beats all other fuels on safety, beats all but gas for cleanliness.

Another piece of equipment supplies hot water—five times as much as gas for the same cost or the same amount for one-fifth the cost, whichever way you want it.

This operator is turning coal dealers (whom some call merely truckmen) into merchants. Every step in the merchandising program is tested and adapted to the individual dealer's own market.

Perhaps advertising is creating dissatisfaction against coal, but coal has a story that is crying to be told through advertising. Some of your readers are already doing a good job in this field. Some others may find that a thorough study of the field and a cultivation of it will produce for themselves a very substantial profit.

HAROLD A. HOLBROOK,
Editor.

* * *

BUILDING TRADE EMPLOYERS'
ASSOCIATION OF THE CITY
OF NEW YORK

Dear Mr. Durstine:

I'll challenge you, Mr. Durstine, (re the P. I. story), and trust that



Balance...sensitivity...trustworthiness...a true sense of direction—the four cardinal points of a great publication.

THE **A**merican MAGAZINE

The Crowell Publishing Company

COLLIER'S, WOMAN'S HOME COMPANION, THE AMERICAN MAGAZINE, THE COUNTRY HOUSE

Combined Circulation Over 8,300,000

May 30

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Mr. Farley's "through hail and snow but not through Republicans" mail service gets this to you at your w.k. address. My challenge, however, is from your own side of the front—a corporal daring the general to get out from headquarters and into the trenches. In so hurling my scabbard into the red starred tent of yours, it might be moot for me first to show my regimentals.

My chevrons have been won in the field of corporate and association publicity and propaganda. My commanders have for the most part (excepting the present ones) been executives of large corporations, than whom there is no group of generals more fearful and skittery of trench work. An address before the Chamber of Commerce, an article in *Nation's Business*, a paper before the Edison Institute or a resolution by a convention is to their minds a major defense in the field of printers' ink.

Events during the last three years incline me to include the principal executives of large advertising agencies in this list of brass hats. But to be specific:

You said "this fantastically dangerous group" is *advertising* (and please note that word) its books as "still unchallenged." You challenge them to come to your headquarters and fight it out. But this is a mere gesture as you know because they won't come and nobody will know you ever issued a defi because where did you do it?—before the United States Chamber of Commerce and reported in P. I.

There you are, to continue my military metaphor, still in the staff room surrounded by your applauding captains. Who has heard you? Certainly not the people who are buying and believing "100 Million Guinea Pigs." Why not put your challenge right in the book advertising columns—36-point, 18 and 12 point ammunition fired right from the front lines?

Publicity is often a ten-inch howitzer in attack, as often a pop-gun in defense. The advertising profession is on the defensive; but I wonder if you, too, as an outstanding exponent of paid advertising do not duck into the deepest

"Balance...sensitivity...
trustworthiness...a true
sense of direction"

that's why

THE American MAGAZINE

...carried 45 new advertising accounts...35 accounts with increased schedules...60 exclusive accounts in the general monthly field, First Quarter, 1935.

▼ ▼ ▼

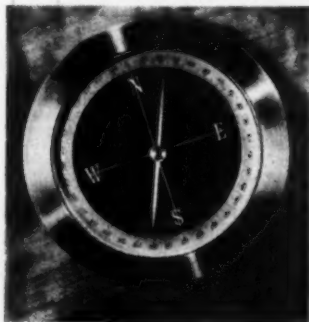
...led the general monthly field on food products—in pages, revenue, and number of accounts—1933 and 1934.

▼ ▼ ▼

...carried more food products pages and accounts, 1933 and 1934, than any weekly, with one exception.

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...carries twice as many travel accounts, this year, as in 1934.



dugout at the idea of combating pernicious books, fake testimonials and the fear and disgust school with paid advertising of your own group addressed to the public and stating your case.

I know all the academic arguments against such procedure—I have heard them for years and seen them sway many a proud business into a passive resistance that eventually loses them everything. The editor of one of New York's greatest newspapers told me a week ago that in his mind the conservative type of capitalists, investor, corporation and citizen was doomed because of his utter failure to defend himself in the same aggressive manner as the attacks upon him. The rich and sensible are always wiped out in such times as these because of their failure to unite and their fear of sustained rough and tumble articulateness in the public print.

If we can convince America of Life Buoy Soap, dated coffee, athlete's foot and a hundred others through printed advertising, there seems no reason why a little dollar

ink could not be used to combat the evils and the attacks that are developing.

So finally, General Durstine, if I may risk my tin-hatted head through the flap of your marquee, why not hurl your challenge right out over the trenches?

WILLARD K. SMITH,
Executive Secretary.

* * *

HERMAN AND COMPANY
YOUNGSTOWN, OHIO

Editor of PRINTERS' INK:

We wish to commend the open stand taken by Mr. Roy S. Durstine and covered by his article in *PRINTERS' INK* weekly of May 9.

Would it be amiss for the advertising fraternity—that is, at least those who are sincere—to take concerted action in order to acquaint advertisers and the general public as well with a code of ethics whereby both the unscrupulous advertiser and the unethical agent would sooner or later brand himself obnoxious?

LEWIS HERMAN.

♦ ♦ ♦

Advanced by McGraw Electric

William E. O'Brien, who has represented the McGraw Electric Company, Waters-Genter Division, in Philadelphia territory since January, 1934, has been appointed assistant sales manager and will join K. C. Gifford, sales manager of the company, in Minneapolis on June 1.

* * *

E. C. Powers Account to Ingalls

The E. C. Powers Company, Boston, has placed its advertising account with Ingalls-Advertising, of that city. A sectionalized campaign, using newspapers and radio is planned. C. A. Dana Redmond is account executive.

* * *

Opens Office in St. Louis

Tranquillini Incorporated, advertising art, has opened a studio at 1800 Missouri Pacific Building, St. Louis, under the management of Walter T. Scott, formerly in the Pittsburgh office of the company.

* * *

Adds Barron to Staff

James P. Barron has joined Adler and Morris, Inc., New York agency, as account executive. He was formerly a publicity writer for the New York National Guard.

Heads Des Moines Club

Paul D. Patterson has been elected president of the Des Moines, Iowa, Advertising Club. Other officers elected are: Hale Bondurant, vice-president; Norris F. Crosby, secretary; Bob Robinson, house chairman; Roy Gustafson, publicity; George Fletcher, membership; and Mott Hammond, vigilance.

* * *

Death of C. T. McCarthy

Charles T. McCarthy, president of the Art Electrotape Company, Cleveland, died recently. After working in Columbus, Chicago and Atlanta he joined the Art Electrotape Company in 1912, becoming president in 1928.

* * *

Joins "Boxoffice"

Eugene D. Rich, assistant director of publicity for the General American Life Insurance Company, St. Louis, has resigned to become manager of the Detroit bureau of *Boxoffice*, motion picture business paper.

* * *

Has Asbestos Account

Atlas Asbestos Company, North Wales, Pa., has appointed Byren-Weil-Weston, Inc., agency of that city, to handle its account. Automotive and export business papers are being used.

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Retailers to Get \$60,850

Western Company to Stimulate Dealer Selling of Toothpaste with Huge Prize Contest

THE cash register, rather than the fountain pen or the typewriter, appeals to the Western Company as an interesting instrument with which to have the virtues of Dr. West's toothpaste recorded. And so, instead of asking consumers to submit lyric essays, the company is planning a contest in which the entire emphasis will be upon stimulating dealers to sell more of the product. To spur the output of this cash-register prose, prizes amounting to \$60,850 will be offered, a matter which seems to call for wheeling out the adjective "spectacular," since even among consumer contests that is a blue-chip sum.

Leading off the list of awards is a herd of Chevrolet Master De Luxe coaches, eighteen in all. And to infiltrate the incentive all through the selling structure, eight of these will go to distributors' salesmen whose customers win cars. Then there are secondary awards of 500 Crosley radios or Elgin strap watches, 1,200 junior-size vacuum cleaners or zipper sport bags, 3,000 bathroom scales or aluminum cocktail sets and 5,000 casseroles or novelty boudoir lamps. That makes a total of 9,700 prizes in all.

The contest will run in the summer period from June 15 to September 15. Participation is limited to independent druggists.

Completely Fair to All Dealers

Since dealer good-will, as well as increased sales, is an important objective of the contest, the terms of the contest have been carefully planned so that it will be completely fair for all dealers and so that the possibility of disappointment will be eliminated.

To equalize the opportunity in competing for the cars, each retail

druggist entering will be classified according to his daily average volume of business and will receive points on that basis, reports Kenneth Laird, vice-president in charge of advertising. In "Class A" will be placed all stores doing over \$100 a day. These get one point for each tube of paste sold (it's selling, not buying, that counts). "Class B" consists of stores doing between \$50 and \$100 per day, with two points for each sale. Three points per tube will go to the "Class C" stores, less than \$50 volume a day. Dealers having the most points win the cars.

Each Druggist Can Win Only One Prize

"All the secondary prizes are to be awarded on the basis of specific sales accomplishment, rather than on competitive points," Mr. Laird says. "Every druggist who enters and sells one-half gross of units will win a prize. The more he sells, of course, the more valuable the prize he wins. However, each druggist can win only one prize."

A program of merchandising assistance to help the dealer in his special efforts has been mapped out. This will include, in addition to new display material, special price drives. "We are stressing in the promotion of this competition not only the prizes to be gained, but also the fact that the druggist will be making a good profit for himself," states Mr. Laird. "However, we plan to suggest that he conduct a price special on which he can step out and get contest volume during a part of the period and we will supply special material for merchandising the special drive. We figure on recommending the featuring of a three-for-50-cents price during one-fifth of the duration of the contest and the 19-cent price the rest of the time."

Consult your Advertising Agent

Every advertisement of The Philadelphia Bulletin contains the suggestion that you "Consult your Advertising Agent."

In the restless pattern of Business, today, *information* and *experience* are priceless assets. The Advertising Agent has both.

He stands at the cross-roads of American Business helping to guide the flow of merchandise from manufacturer to consumer.

He knows markets from intimate study and research. He knows people and their buying habits. He



has seen merchandising success and failures, and has learned valuable lessons from both. He is handicapped by too close a view of any particular business, but has a long perspective of all business.

*In Philadelphia
nearly everybody reads the*



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Consult your Advertising Agent . . . on the preparation of advertising, of course . . .

But consult him as well on your marketing problems, on your distribution set-up, on your sales methods, your packaging, on proposed products—on the thousand-one problems which beset a manufacturer, today.

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you consult your Advertising Agent about merchandising a home act, you will learn that Philadelphia is the greatest City of cities in all America; that it has

more single-family homes than all of New York City and Buffalo.

You will learn that Philadelphia families, through the years, have built up a great home newspaper—The Evening Bulletin.

You will discover that this newspaper has 511,647 net paid daily circulation (1934 average, 1933 average, 504,822).

You will find that The Bulletin carried more national advertising than any other six-day newspaper in America, in '32, '33 and '34.

Consult your Advertising Agent.

©1935, Bulletin Co., Philadelphia.
Robert McLean, President. Wm. L. McLean, Jr., Vice-Pres. and Treas. Sales Offices: New York, Chicago, Detroit, San Francisco.

read

The Evening Bulletin

A. F. A. Program Set

ADVERTISING'S faults as well as its virtues will be discussed at the convention of the Advertising Federation of America, to be held at Chicago from June 9 to 12. Ray Schaeffer, program chairman, has announced that the four-day schedule will include talks by about 200 speakers.

Albert D. Lasker, head of Lord & Thomas, will talk on the functions of advertising. Another speaker at the general sessions will be John McKinlay, president of Marshall Field & Company. Chester H. Lang, A. F. A. president, will make the keynote speech. Mrs. Anna Steese Richardson, of *Woman's Home Companion*, whose talk at last year's convention led to a nation-wide tour of advertising and women's clubs, has summarized some of her observations in a play "Let's Scrap It," to be acted by a cast of eight members of five women's clubs.

In addition to the general sessions, of major importance will be the annual meeting of the Newspaper Advertising Executives Association. George J. Auer, advertising manager of the New York

Herald Tribune, president, announces a program of speeches and discussions planned to help members in their every-day advertising problems.

Group meetings also include sessions sponsored by the Agricultural Publishers Association; American Community Advertising Association, Club Activities Conference, Direct-Mail Advertising Association, Industrial Marketing Conference, National Advertisers Conference, National Association of Broadcasters, Premium Advertising Association, Sales Promotion Division of the National Retail Dry Goods Association, National Newspaper Promotion Association, Outdoor Advertising Association of America, and the Public Utilities Advertising Association.

There will, of course, be a generous program of entertainment. The annual banquet, which will be speakerless, includes radio entertainment and dancing. Another evening will feature a cabaret. A golf tournament and sightseeing tours are scheduled, as well as special social events for wives and daughters.



Death of Louis B. De Veau

Louis B. De Veau, for twenty-two years with the Blanchard Printing Company, New York, died at New Rochelle, N. Y., on May 28, aged seventy-one. To him the tribute is paid that perhaps few men in New York had so many real friends.

His was a long and rich career in advertising which included associations with *Harper's Magazine* and *McClure's*. For many years he was assistant to the late George Hazen. He was at one time president of the Winter Golf League of Advertising Interests, and also of the Summer Advertising Golf Association.

Italy Honors Dewart

William T. Dewart, publisher of the New York *Sun*, has been awarded the degree of Commander of the Order of the Crown of Italy. The degree, conferred upon Mr. Dewart by the King of Italy, was transmitted to him by Augusto Russo, Italian Ambassador.

Gets Dessert Account

The Kosto Company, Chicago, manufacturer of Kosto dessert, has appointed the Perrin-Paus Company of that city as its advertising agency.

"Circulation Management" Starts

Circulation Management, a monthly, has started publication at Chicago with a June issue. Headquarters are at 431 South Dearborn Street.

F. L. Hockenbuhl, formerly circulation director of the Capper Publications, is publisher. F. D. Coughlin, for eight years with the Audit Bureau of Circulations, is business manager. He will be in charge of the Eastern advertising office at 420 Lexington Avenue, New York.

James Mason, Chicago publishers' representative, has been appointed advertising representative for the Middle West.



Teachers Group Appoints

James Mason, Chicago publishers' representative, has been appointed advertising representative in the Middle West for State Teachers Magazines, Inc., a group of thirty-seven State Teachers' publications.



Has Morrison Hotel

The Morrison Hotel, Chicago, has appointed Schwimmer & Scott, agency of that city, to handle its advertising.

Condemns Liquor Copy

FACA Director Choate Scolds Park & Tilford for "Women and Whiskey" Advertisement

IN a sharp letter to The Park & Tilford Distillers, Inc., New York, J. H. Choate, Jr., director of the Federal Alcohol Control Administration, expressed his condemnation of advertising intended to increase the consumption of liquor, and particularly among women.

The specific advertisement to which he objected was headed "An open letter to the Women of America on Whiskey." Two days after its appearance Director Choate wrote his letter. Here is what he had to say regarding the advertisement in question:

"My attention has been called to your advertisement in the New York Herald Tribune of May 21, headed, 'An open letter to the Women of America on Whiskey.'

"While the obvious objections to advertising of this type are not now within the jurisdiction of the FACA, I feel bound to point out to you the consequences which such publicity is likely to bring about. There is now pending in Congress the Capper Bill, which would prohibit altogether interstate transmission of all advertising of any alcoholic beverage by newspaper, radio, or any other means. The advocates of this bill urge it on the ground that advertising is increasing, and is meant to increase drinking among women, particularly in communities which are dry by law or in sentiment. To everyone who favors such legislation, your advertisement furnished powerful ammunition—the perfect example of evil against which the bill is directed.

"In my judgment, if you want to be deprived altogether of the advantages of advertising, you have only to continue for a short time the publication of such matter, which will build up an opposition to your business against which the

friends of freedom and moderation will be helpless. You could find no better means to further the return of Prohibition."

The letter was immediately released to the press with the information that, upon receipt by Park & Tilford, the company telephoned Mr. Choate a positive assurance that further issues of this advertisement had been canceled and no more advertising of this type would be given out.

An interesting contrast is the campaign against drunken driving which the Seagram-Distillers Corporation is to conduct. This company's copy, notably its "Drink in Moderation" advertisement, has won wide commendation. That such copy is in the interest of good business as well as the public welfare is evident in the announcement of H. I. Pfeffer, president, that an appropriation of \$100,000 already has been made for the initial stages of the company's new advertising campaign.

His announcement was made at a meeting of the information committee of the Moderation Foundation.

Says Alcohol and Gasoline Don't Mix

"Liquor," Mr. Pfeffer declared, "has no place in the front seat of any automobile. Alcohol and gasoline do not mix. We are launching this campaign because we believe basically that this conviction must be shared by every one who reads the newspapers or by every thinking person who drives a car. That's why we are going to urge the public to join us in a crusade for safer, saner driving. It is very much to our self-interest to see that the privilege of drinking is not abused. It is to our interest to see that liquor is consumed as it should be consumed."



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Too bad they won't do it . . .

on that shelf are probably several things this customer wants and would buy. But she didn't see them. Didn't think of them. And she's certainly not going to do what she's doing in this picture. So somebody loses a sale.

How many sales are *you* missing by making people *ask* for your product to get it? Each day thousands of people walk out of stores with products they didn't come in to buy. These *extra* sales, amounting to millions of dollars a year, are created for manufacturers whose products are intelligently merchandised.

If you think you are not getting your share of this extra volume, has it occurred to you that the American Can Com-

pany might be of help? Has it occurred to you that a company specializing in two basic merchandising weapons—packages and point-of-sale displays—must have quite a merchandising background?

Possibly in our broad experience, with thousands of products in almost every field, there may be something of value to you. We should be glad to work with you and contribute what we can.

Why does American Can Company concern itself with problems of retail merchandising?

Our reasons are the same as yours. We cannot sell more packages than you sell for us—you cannot sell more than people buy. The consumer is our common goal.

AMERICAN CAN COMPANY

230 Park Avenue • New York

1934 Earnings

Reports from 56 More Companies, Supplementing Those
Appearing in P. I. April 18

Company	1933	1934
Addressograph-Multigraph Corp.	\$D*322,496	\$465,829
Agfa Ansco Corp.	D519,474	D325,281
American Laundry Machinery Co.	D1,187,285	D687,024
American Rolling Mill Co.	D637,089	966,566
American Thermo Bottle Co.	103,396	177,688
American Writing Paper Co.	D235,984	D504,209
Art Metal Works	21,756	200,938
Associated Oil Co.	3,093,645	2,630,615
Beatrice Creamery Co.	501,928	1,229,614
California Packing Corp.	4,131,863	3,240,704
Carey Mfg. Co., Philip	50,793	146,740
Collins & Aikman Corp.	1,294,493	270,798
Coty, Inc.	222,776	89,762
Curtiss-Wright Corp.	135,896	359,736
Dennison Mfg. Co.	45,877	454,857
Eagle-Picher Lead Co.	647,786	D35,596
Gorham Mfg. Co.	238,024	214,292
Great Western Sugar Co.	6,414,063	5,761,726
Hercules Motor Co.	76,515	214,506
Holeproof Hosiery Company	38,986	D330,107
Hudson Motor Car Co.	D4,409,929	D3,239,202
Hupp Motor Car Co.	D1,778,588	D4,398,445
Indian Refining Co.	D1,180,167	D885,158
International Cement Corp.	D102,266	666,730
International Products Corp.	D318,188	118,183
Kellogg Switchboard & Supply Co.	D315,711	59,780
Kleinert Rubber Co., I. B.	69,718	263,128
Libby, McNeill & Libby	2,206,342	3,032,288
Moto Meter Gauge & Equipment Corp. .	150,666	360,432
Murray Corp. of America	D792,851	D798,363
National Enameling & Stamping Co.	274,097	372,592
Northern Paper Mills	46,410	149,646
Packard Motor Car Co.	107,081	D7,290,549
Reis & Co., Robert	2,140	D161,399
Ritter Dental Mfg. Co.	D95,055	D351,495
Sheaffer, W. A., Pen Co.	235,516	432,715
Shell Union Oil Corp.	D4,240,965	D1,353,901
Skelly Oil Co.	D820,534	713,577
Socony-Vacuum Corp.	22,545,462	24,121,297
Southern Dairies, Inc.	D51,368	D33,283
Squibb & Sons, E. R.	1,124,455	542,069
Standard Oil of Calif.	7,560,902	18,327,807
Standard Oil of Indiana	17,674,351	18,949,680
Standard Oil of New Jersey	25,084,310	45,618,960
Stromberg-Carlson Telephone Mfg. Co.	D331,128	D265,426
Sweets Company of America	D86,522	41,807
Technicolor, Inc.	D249,396	D282,608
Thompson Products, Inc.	173,678	381,298
Timken Detroit Axle Co.	D1,256,869	426,125
United American Bosch Corp.	D10,666	50,101
United States Radiator Corp.	D888,055	D464,481
Vadco Sales Corp.	D266,832	D116,115
Warren Co., S. D.	D193,631	D43,436
Western Dairy Products Co.	D602,903	D404,184
White Rock Mineral Springs Co.	623,869	567,330
White Sewing Machine Corp.	D420,652	D82,129

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A. B. P. Agency Recognition

THE Associated Business Papers, upon consideration and recommendation of its Agency Relations Committee, has put into effect a system of agency recognition and recommendation of those agencies found worthy in their ability properly to serve clients in the use of business papers and to meet the necessary standards of financial and credit responsibility.

Framed certificates signifying such recognition are about to be distributed to approximately 300 agencies. The first certificate was presented to Batten, Barton, Durstine & Osborn, as the agency placing the largest business in A. B. P. member publications in 1934, at a luncheon under the auspices of the New York Dotted Line Club and the New York members of the A. B. P.

Presentation was made to Roy Durstine by Everit Terhune, president of the A. B. P. In introducing the two speakers, Douglas Taylor, vice-president of PRINTERS' INK, pointed out that the volume of business placed in A. B. P. papers by several leading agencies

would indicate that there was not much ground for using business-paper advertising as an example in criticizing the present agency remuneration system. While there might be something wrong with certain agencies' use of business papers or their ability successfully to obtain business-paper accounts, the success of such agencies as the several leaders would seem to indicate that the fault was not with the remuneration system.

In accepting the award Mr. Durstine indicated that the space-buying department of his agency devotes in the neighborhood of five hours a day to business-paper interviews. In the matter of remuneration, an agency must make a profit on every account that it handles—but not necessarily on every forty-dollar business-paper page or thirty-dollar spot broadcast or seven-dollar poster panel—the profit must be on the whole account; and that business-paper advertising was much easier to sell to clients when an agency took the trouble to get out in the field to obtain good copy material.

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Walker Sponsors Competition of Printed Pictures

The Walker Engraving Corporation, New York, is sponsoring a prize competition and will make an award of \$1,000 for an advertisement which best expresses the significance of the printed picture. Selection of the winning entry will be made by the following jury: Earnest Elmo Calkins, Roy Durstine, Kenneth Collins, Joseph Platt, Alexey Brodovitch, Henry Quinan and Elwood Whitney. The competition will close September 15.

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Type Faces Recommended

At a meeting this month of the National Board on Printing Type Faces held in New York, the following type faces were approved and recommended: In the flat serif group: Egmont, issued by the Continental Typefounders and the Intertype Corporation; in the sans serif group: Orplid, the three dimension type imported by the Continental Typefounders and Umbra, issued by the Ludlow Typographic Company.

New Head for Barron G. Collier's Chicago Office

F. R. Barnard has been appointed Western advertising manager, at Chicago, of Barron G. Collier, Inc., and the Street Railways Advertising Company. He has been national sales manager of the Collier organization for many years and recently has been stationed at Los Angeles in charge of West Coast sales.

Franklin S. Allen, whom Mr. Barnard succeeds, resigned to join the Pacific Coast staff of *The American Weekly*, with headquarters at Los Angeles. Mr. Allen had served with *The American Weekly* prior to holding his post with the Collier organization.

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Seebach to Join WOR

Julius F. Seebach, Jr., has resigned as director of program operations for the Columbia Broadcasting System to take over similar duties, effective June 10, with WOR. He entered the radio field as an announcer for WOR, leaving this station in 1928 to join CBS as program production manager.



I OFFER, subject to prior sale, the world's most unusual radio program. *Proven*. Because it's now in use with great success on the Pacific Coast. Available for any or

About a year ago, I came across a radio idea that was a perfect natural. *Real radio ideas* are few and far between. Maybe you've found that out.

~ SMASH HITS

all territory east of the Rocky Mountains.

If you are interested in bankrolling radio dance bands or wisecrackers, you will not be interested in reading further. But, if you would like to receive complete information about a radio program that really digs in and sells merchandise—and proves it—that pays its way using morning, afternoon or evening time—here's the story:

I've successfully merchandised and sold such radio successes as "Chandu, the Magician" (Beech-Nut)—"Detectives Black and Blue" (Iodent)—"The Count of Monte Cristo" (Forhans) and a great many others.

This was a BIG idea. Based on famous newspaper feature with no paid circulation exceeding five million daily. And showing as a motion picture feature in six thousand theatres each month.

I reasoned that this idea successful in newspapers for more than seventy years and in the movies for over four years *should* prove a sensation on the air.

So, I set to work to build it. Each program fifteen minutes in length. Seventy percent drama. And what drama! Scripts by *three* of the best Hollywood writers. Thirty percent music. Specially written music. Each episode cast and rehearsed for

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hours by one of the greatest radio directors in the business. Professional Hollywood cast for each program. Infinite variety, charm, appeal and suspense that gets all age groups.

(That's a *priceless* thing—the ability of this program to *double* the audience by appealing to *both* children and adults! Nothing even remotely similar has *ever* been on the radio before.)

And as for *merchandising*—if you like to *test* radio—and know what you're doing every step of the way—this program because of its unique nature has dozens of natural "hooks" that pull definite, immediate response, along with evidence of purchase. The picture on opposite page shows one day's mail from this program.

Therefore, it is available *either* as a network broadcast originating in Hollywood or in New York. Or, as a transcription broadcast. I recommend the latter because the transcriptions equal the live show in every respect.

Because of the superlative character of this program and its world famous title, it costs a *great* deal of money to produce. But, because of its present wide use in the west, it is available to eastern advertisers at extremely moderate cost. In fact, at a fraction of the *cost* of duplication.

Any manufacturer who uses this feature to advertise a worth while product will find it produces results quickly, continuously, and in a manner almost beyond belief. Because it positively steals the air

FOR SALE ~

Well, I sold this program *and* plan to a large Pacific Coast manufacturer some months ago. It is on the air in California, Oregon and Washington, under long term contract. But, because of the limitations of the sponsor's market, he cannot expand eastward.

Therefore, I offer this program and plan for sale in non-conflicting territory tested—proven—bugs all worked out—available for immediate or deferred use—three, four or five times a week.

This program is now being produced with live talent and full orchestra on a Pacific Coast network. A transcription is made of each program.

wherever it is released. This can be readily proven by testing in five or ten cities during the summer, and then expanding in the fall when tests have proven successful.

The writer of this advertisement will be in the east June seventh—to submit full and complete details to any interested advertiser, advertising agent or radio station.



Principals will please address inquiries to Ray R. Morgan, care of

"L," Box 104, Printers' Ink,
185 Madison Avenue
New York City

"Farmers' Guide" Wins Suit

A VERDICT of \$10,000 damages has been awarded the Indiana *Farmers' Guide* in its suit against the Midwest Farm Paper Unit, Inc. This sum, awarded by a jury in the Federal Court of Judge R. C. Baltzell, Indianapolis, automatically becomes \$30,000 under the triple indemnity provision of the anti-trust statute.

The suit, started by the *Guide* several years ago, was based on the charge that the publisher members of the Midwest Unit, by offering advertisers a price for space in seven publications, exercised restraint of trade. This price, it was charged, was lower for seven publications, including the Indiana edition of the *Prairie Farmer*, than for six publications excluding the Indiana *Prairie Farmer* edition. By this means, the *Guide* charged, many national advertisers were forced to use this edition rather than the Indiana *Farmers' Guide*.

A previous decision returned a verdict in favor of the defendants on the ground that interstate commerce was not involved. The case

went to the United States Supreme Court which ruled that it should go to jury for trial. Because of the importance of this litigation in its relation to advertising, PRINTERS' INK asked I. W. Digges, New York attorney, to interpret the Supreme Court's decision.

In an article (PRINTERS' INK, December 13, 1934) he held that the Court had not decided whether advertising was interstate commerce but whether the *Guide* had suffered interference with the procurement of advertising contracts and if such interference constituted unlawful restraint of trade and entitled the plaintiff to thrice the damages sustained.

The suit, as instituted, asked for \$200,000 damages. The jury's award of \$10,000 also paves the way, it is understood, for another suit seeking similar damages from 1932 up to the present time, which, if successful, would also be subject to the triple indemnity anti-trust provisions.

On the present issue, the defendants still have the right of appeal.

Chicago Artists Exhibit

The third annual exhibit of advertising art, sponsored by the Art Directors Club of Chicago, opened last week at the Marshall Field & Company Galleries. The work of more than seventy Chicago artists is represented in the 140 exhibits, whose showing will continue through June 5.

G. R. Schaeffer, advertising manager of Marshall Field's, and Haddon Sundblom, artists, were speakers at the luncheon with which the exhibit was inaugurated. William H. Savin, of Roche, Williams & Cunningham, Inc., was chairman of the committee which arranged the show.

McCrory Opens Studios

John R. McCrory, art director of Sound Pictures, Inc., Cleveland, has opened his own studios at 130 West 46th Street, New York, for the production of technical animation, sound slide films and other motion picture sales mediums.

Joins A. N. A.

The Emerson Drug Company, Baltimore, Bromo Seltzer, has been elected to membership in the Association of National Advertisers.

Issues Baer Injunction

In Trenton, this week, Max Baer was awarded a temporary order restraining the Club Razor & Blade Mfg. Company and the Max Baer Razor Blade Company from using the heavyweight's name for advertising purposes. A hearing will be held when the two concerns will be required to show cause why the order should not be permanent. Baer, who entered into a contract with the two concerns, charges that he obtained a release about a month ago and signed another contract of the same nature with the Gillette Safety Razor Company. Despite the release, Baer said the two companies continue to use his name and that his new employer threatens to take legal action against him if the practice was not discontinued immediately.

Chicago Dotted Liners Elect

B. C. Bowen, *Boot and Shoe Recorder*, has been elected chairman of the Chicago Dotted Line Club of the Associated Business Papers. He succeeds W. J. McDonough, *Dry Goods Economist*. H. A. Morrison, *Railway Age*, is the new first vice-chairman and C. A. Barnes, *Bakers Helper*, is second vice-chairman. Talbot C. Hatch, *Advertising Age*, is secretary-treasurer.

I See Where . . .

FEDERAL Trade Commission issues new complaint against The Raladam Company. . . Farm real estate value index 79 on March 1, 1935, compared with 76 same date 1934, according to Bureau of Agriculture Economics. . . Automotive Electric Association issues new series of advertisements for use of industry. . . Four out of five filling stations owned by individuals, according to American Petroleum Institute. . .

Preliminary report on analysis of department store publicity expense appears in May issue of "The Bulletin" of the National Retail Dry Goods Association. . . Hearing June 6 on proposals for six amendments of Regulations Relating to False Advertising and Misbranding of Distilled Spirits. . . Illinois legislature finally passes increase in sales tax from 2 per cent to 3 per cent. . . Federal Communications Commission gives twenty-one radio stations only temporary licenses because of Marmola advertising. . .

New York State liquor wholesalers form Institute of Wine and Spirit Distributors. . . Department of Commerce issues "Retail Distribution," "Drug Retailing, Including Drug-Store Chains" and "Retail Distribution, State Summaries," from census of American business. . . Cigarette output up 15.1 per cent over year ago. . . Nebraska legislature legalizes liquor when sold by package, until April 30, 1937. . .

Pennsylvania House increases gasoline tax from 3 cents to 4 cents. . . Heavy buying wave forecast at convention of National Association of Purchasing Agents, according to New York Times. . . Many Washington authorities do not look for passage of Copeland Food and Drug bill in House even if it passes Senate this session, pointing out that you cannot swing Congressmen one way today and expect them to reverse themselves tomorrow. . . Wholesale commodity prices up 0.9 per cent from March to April, showing accumulated gain of 4.2 per cent during first quarter of the year, according to the Department of Labor. . .

Grocery chain-store sales increased 6 per cent for April, 1935 against April, 1934, and 12 per cent over April, 1933, with sales for first four months of 1935, 3.5 per cent higher than for corresponding period of 1934, according to Bureau of Foreign and Domestic Commerce. . . Dollar value of retail financing of new passenger automobiles in April, 1935, up 19 per cent over April, 1934 and 18 per cent over March, 1935, says Department of Commerce. . . April sales to consumers of new passenger cars total 325,000 with 52,000 trucks, compared with 223,050 cars and 38,882 trucks in April, 1934; April department store sales up 12 per cent in dollar value over April, 1934, says LaSalle Extension University. . .

National Industrial Conference Board notes volume of industrial activity declined during April and first part of May, as did activity in fields of distribution and trade. . . Bureau of Labor Statistics figures

show increase in building activity continuing into April, with gain of 65 per cent over April, 1934. . . . Secretary of Commerce Roper and Senator Robinson predict business gains. . . .

Mrs. Emily Newell Blair, chairman NRA Consumers Advisory Board, urges delegates to Federation of Business and Professional Women's Clubs of New York State to "organize as consumers" according to *New York Times*. . . . New York State manufacturers sending out contracts under new re-sale price maintenance law. . . . Kiplinger in *Nation's Business* will predict business upturn in late July but moderate, no boom. . . . Connecticut General Assembly in sales tax jam as is New Jersey legislature. . . . Farmers who will receive money from AAA wheat program vote six to one to continue it. . . .

National Industrial Conference Board sees world industrial production down slightly in February and March. . . . Industrial production declines 2 per cent in April as against March according to Federal Reserve Board. . . . Dun & Bradstreet report output and sales of radio sets far above 1934.

G. M. S.

Calvert Heads Lithographers

Percy N. Calvert, Reserve Lithograph & Printing Company, Cleveland, was elected president of the Lithographers National Association at its recent annual convention in White Sulphur Springs, W. Va.

William Otmann, U. S. Printing & Lithograph Company, New York, was elected vice-president. Milton P. Thwaite, Dennison & Son, Long Island City, was re-elected treasurer and Maurice Saunders continues as secretary.

The convention heard Albert E. Haase and Dr. Miller McClintock describe the proposed survey of window display advertising which will be directed by the Research Foundation of the Association of National Advertisers. Several member companies were designated to appoint representatives to a committee which will work in co-operation with the A. N. A.

At the suggestion of Morris Einson, the L. N. A. will employ a man to devote himself to contact work between the industry and its customers.

Springfield Club Elects

Charles P. Golding, United Electric Light Co., has been elected president of the Advertising Club of Springfield, Mass. Other officers are: First vice-president, James M. Williams, New England Tel. & Tel. Co.; second vice-president, Beatrice Latourneau, Chapman Valve Mfg. Co.; treasurer, Paul Otto, United Electric Light Co.; secretary, R. G. Seaman, Springfield Newspapers; and assistant secretary, Bertha Siegel, Better Letter Service.

Newly elected directors are: Edson S. Dunbar, Mrs. Mary Knowles, A. W. Marlin, William B. Remington, George L. Richardson, Eliot Wight and Jerome G. Young.

Two State Campaigns Under Way

Both Massachusetts and New York are actively proceeding with plans for campaigns which have been authorized by their legislatures. Through this advertising it is expected that additional stimulus will be given to the summer resort and tourist travel businesses.

An appropriation of \$100,000 has been authorized for the Massachusetts campaign which will be handled by Kenyon Advertising, Inc., of Boston. Frederic W. Cook, secretary of State, has appointed Frank A. Black, Allyn B. McIntire and Bennett Moore to assist in working out plans.

Lithgow Osborne, New York State conservation commissioner, has announced the appointment of Batten, Barton, Durstine & Osborn to handle the campaign which the New York Bureau of Publicity will direct, and to serve as counsel to the Bureau.

New Chicago Post Officers

Arthur Collins, Crowell Publishing Company, will be the new commander of the Chicago Post No. 170 of the American Legion, composed of advertising men. He will succeed Henry Slamin, George A. McDevitt Company.

Other officers will be: First vice-commander, William Henning, *American Boy*; second vice-commander, George B. Bassler, Rhodes & Leisenring Company; third vice-commander, Walter Loper, *This Week*; treasurer, Edwin Foreman, RCA Victor Company; assistant treasurer, James Mason, publishers' representative; adjutant, Thomas Hughes, Crowell Publishing Company; assistant adjutant, Williams Small, Small, Spencer and Brewer.

New directors are: Hal C. Wright, A. W. Prussing, T. J. Crowell, John Balkam and Murray Crain.

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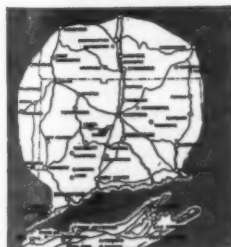
She Buys Her Cosmetics in New England

No, she is not boycotting New York merchants. It is simply that her *summer* home is in the WTIC Communities. Here for the next few months, she will buy her cosmetics, food, auto supplies and a host of other things.

Over 3,000,000 well-to-do Americans spend over \$500,000-000 in New England each summer. Naturally, most of them have a radio. Naturally, too, most of them listen to WTIC.

No other form of summer advertising offers so much extra value as WTIC. An audience of 1,500,000 in the primary coverage area; 680,000 additional in the secondary coverage area (Jansky & Bailey Survey figures). And a guest audience of many 100,000 more. All with purchasing power far above average.

Talent is available at WTIC for the skilful staging of any type of program. Full particulars on request.



**THE WTIC COMMUNITIES—
A PROSPEROUS POPULATION
IN A COMPACT MARKET**

WTIC

50,000 WATTS

HARTFORD • CONNECTICUT

The Travelers Broadcasting Service Corp.

*Member New England and
NBC-WEAF Networks*

PAUL W. MORENCY, General Manager
JAMES F. CLANCY, Business Manager

*New York Office, 220 East 42nd Street, J. J. Wood, Mgr.
Chicago Office, 203 N. Wabash Avenue, C. C. Weed, Mgr.*

Can Openers at \$1.69

How High-Priced Item, First Sold Direct, Gained Large Exclusive Retail Market

WHEN the Central States Manufacturing Co., St. Louis, introduced the Speedo can opener five years ago it was generally predicted that it would not be a success. Few people, it was argued, would be willing to pay \$1.75 for



Dealers are offered a combination demonstration and display stand

such a device, no matter how elaborate or efficient it might be. Can openers have been a 10-cent or give-away item for so many years that it wasn't believed that people would pay a high price.

But Central States Manufacturing Co. thought they would. This company believed along with the president of the canners' association that what the industry needed and housewives wanted was a good can opener. It was evident that it would take considerable education to break down such a long-standing habit—that of using an inexpensive can opener—and the company decided that the best way to do this would be by demonstration. If women actually could be shown how the \$1.75 can opener worked, sales, the company reasoned, would follow.

In order to get this demonstration job done quickly the new product was placed on sale through house-to-house salesmen. For five years agents have been demonstrating and selling Speedo, selling during that time over 2,500,000 direct.

It is estimated that a sale is made in every four or five demonstrations. So in addition to actual sales, a large deferred demand was created among the more than 10,000,000 persons who saw the advertising in national publications and the device demonstrated. Not being able to locate the agent readily when they were ready to buy, many people went to stores for the device. Hardware dealers and department stores had so many calls that they were forced to stock them and did so by "bootlegging" through agents. Store sales soon interfered with the agents who will not contend with store competition. The result was that store sales were increasing and agent sales decreasing.

The Dazey Churn & Mfg. Co., Inc., also of St. Louis, had been watching the progress of the can opener for some time. When sales of it seemed to have reached their peak through this one distributing method, the Dazey company, which has been selling churns and other products through the hardware and department stores for thirty years, decided to acquire the patent and other rights and distribute it through regular wholesaler-dealer channels.

There is plenty of evidence that a large untouched market can be reached in this way. The product is well known because of the advertising and the demonstration. Millions more of the can openers, the company is convinced, could have been sold to prospects who did not know where to obtain the product. They wanted, they still

May 30

want, the heard a are goin buy it.

The changed tification called through The ne trade p quisition sure de sales p & Mfig as distr sumer

Two M THE

Editor

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Selby The mouth, been re ary of city.

want, this opener which they have heard about or seen and now they are going to learn where they can buy it.

The name of the item has been changed to Dazey, but for identification is also marked "Formerly called Speedo." It will be sold through retail stores exclusively. The new owner is taking space in trade papers to announce the acquisition of this product and assure dealers that the well-known sales policies of the Dazey Churn & Mfg. Co., will apply. As soon as distribution is obtained, a consumer campaign is planned.

In addition to the DeLuxe model (formerly Speedo), which will now be priced at \$1.69, two other models are being introduced, the Junior at 69 cents and the Senior at \$1.39. In order to introduce these to the trade, a special offer is being made. A combination demonstrating and display stand is being given to dealers who order two or more of each of the three models. This offer is contained in all of the dealer advertisements. Orders for the merchandise are placed through regular jobbers. The display stands are being distributed by the manufacturer on request from dealers.



Two Men—110 Years

THE CLEVELAND TWIST DRILL CO.
CLEVELAND, OHIO

Editor of PRINTERS' INK:

We have just noticed the editorial "Two Men—100 Years" on page 92 of your May 16 issue. It is a mighty fine thing for the Associated Business Papers to honor Messrs. McGraw and Lord upon the completion of half a century apiece in the publishing business. However, we are preparing to go the A. B. P. ten years better.

In the July issues of several industrial papers, this company will feature the story of "Two Men—110 Years." On July 1, the chairman of our board of directors, F. F. Prentiss, will have completed fifty-five years of service with the company; while, on March 17 last, our senior Cleveland salesman, R. D. Boltey, completed his fifty-five years of service.

So, The Cleveland Twist Drill Company salutes the octogenarians of the Associated Business Papers, sees their 100 years—and raises 'em ten!

GEO. H. COREY,
Advertising Manager.

* * *

With Spartanburg Paper

R. L. Burnette, for six years advertising manager of the Selma, Ala., *Times-Journal*, is now advertising manager of the Spartanburg, S. C., *Herald and Journal*.

* * *

"Art Time" Starts

Art Time, a new monthly publication devoted to commercial art, is being published by The Associated Artists and Studios of Illinois, 43 East Ohio Street, Chicago.

* * *

Selby Absorbs Excelsior

The Excelsior Shoe Company, Portsmouth, Ohio, "Boy Scout" shoes, has been re-organized and is now a subsidiary of the Selby Shoe Company, of that city.

Poor Richard Elects Eyles

Charles H. Eyles, president of The Richard A. Foley Advertising Agency, Inc., has been elected president of the Poor Richard Club of Philadelphia. He formerly was vice-president and a director of the club. Charles H. Grakelow, director of welfare in the cabinet of former Mayor Kendrick, was elected first vice-president; D. Edward McAllister, second vice-president; Harold H. Nace, secretary; Isadore Buten, treasurer, and Howard F. Kairer, assistant treasurer.

Directors elected were J. Morgan Harding, Guy C. Pierce and Rowe Stewart.

* * *

New Space Buyer, McGiveran-Child

Florence Walter McDougal has joined McGiveran-Child, Chicago agency, as space buyer.

The Commercial Art Schools, Inc., Chicago has placed its advertising account with this agency. Newspapers and magazines will be used.

* * *

Joins Signer and Bryne

John P. White, Jr., has joined Signer and Bryne, national representatives of Screen Broadcasts in New York. He formerly was with the J. P. White Company.

* * *

Appointed by Negro Weekly

Curtis McGhee has been appointed advertising manager of the Buffalo, N. Y., *Star*, Negro weekly.

G-E Building Drive

AS a sequel to its recent architects' competition, General Electric Company will exert added pressure to its support of the Federal Housing Act this fall. Its support will center around a "New American" demonstration home-building program, the object of which will be to have one demonstration home built for each 100,000 of the nation's population.

Eighteen of the prize-winning designs from the architects' competition will be offered to local builders as ideas for building a demonstration home in their territory. G-E will back the builder, first, by providing the electrical equipment for the home at a discount of one-third. Second, the whole plan will receive national advertising support in an extensive campaign, preparations for which are now under way.

Co-operating builders are being urged to erect these houses, which can be financed either through the

local bank or through the facilities of the FHA, so that they will be ready for public inspection by September 1. G-E is also extending credit on the electrical equipment bought for four months, during which time the builder will have time in which to sell the demonstration house. It is also understood that during the months of September and October, these "New American" houses will be kept open for public exhibition.

By "New American," the company is not referring to any style of architecture, but, as will be stressed in advertising, to the modern type of home that is equipped with electric kitchens, air conditioning and other such modern conveniences.

In addition to the national magazine advertising, local newspaper advertising, the expense of which will be shared by G-E and its local distributors, will stimulate public interest in the new homes.



W. J. Moll with T-L-D

William J. Moll, for the last two years in an executive capacity with the Imperial Paper & Color Corporation, Glens Falls, N. Y., has re-entered the agency field as vice-president of Tracy-Locke-Dawson, Inc., New York and Dallas. He was formerly for many years manager of the New York office of the Gardner agency. Previously he was a member of the creative staff of Procter & Collier.



Starts "The People's Money"

The People's Money is a new monthly which starts publication with a June issue. Dealing with opinions on monetary policy and related economic topics, it is published by the P. M. Publishers, Inc., 280 Broadway, New York. Irving B. Altman is president and publisher, Alvin Udell, treasurer, and David Robbins, business manager.



Inman Gray, President, Atlanta "Journal"

Inman Gray has been elected president and James R. Gray vice-president and editor of the Atlanta *Journal*. The posts of president and editor had been held for eighteen years by Major John S. Cohen, who died recently.

Agate Club Golf Winners

George O. McCausland, Butterick Publishing Company, captured the low gross award in the Agate Club golf tournament at Sunset Ridge Country Club, near Chicago, last week. Low net honors were won by Alfred J. Boaz, of *McCall's*. Runner-up in the low gross contention was L. L. Northrup, also of *McCall's*, while Dudley Fay, Curtis Publishing Company, had the second low net card.



Death of George E. Gary

George E. Gary, fifty-five years of age, vice-president of the Brown & Williamson Tobacco Company, Louisville, Ky., died at that city recently. He was a former vice-president of P. Lorillard Company in New York and went to Louisville in 1929. He was active in both the merchandising and manufacturing programs of the company.



Roger K. Huston with Station KGB

Roger K. Huston has joined KGB, San Diego Columbia-Don Lee radio station, as sales manager. For the last seven years he has been on the display staff of the San Diego *Union and Evening Tribune*.

For Philco Distributors

A GRAPHIC demonstration of the importance of the company's advertising was one of the unusual features of the recent Caribbean cruise conducted by the Philco Radio & Television Corporation for its distributing organization. This demonstration was a co-operative effort on the part of media representatives, printers and creators of the company's window displays.

It centered in a large illuminated panoramic display. This was divided into different sections which showed distributors how advertising was carrying the Philco message into the homes of prospects.

A typical section showed the covers of eight magazines, which carry the Philco schedule and a Philco advertisement from each. Flickering white lights gave action to the section. Red arrows pointed to the next section, which was a jumbo map of several localities to show the audience reached by the company's advertising. Text pointed out that 300 Philco advertisements are being printed every minute of the night and day.

A tabulator which recorded the cumulative total of these advertisements from the start to the end of the cruise was the start of something new in ship pools. A passenger picking the nearest figure to the total number of advertisements run during the cruise was the pool winner.

Sayre M. Ramsdell, vice-president of the company, and Boake Carter, Philco's news commentator, also emphasized to the distributor the importance of the company's advertising.

At sessions attended by distributors portfolios were distributed. These contained descriptive material on new sets, samples of promotional material and the prices at which supplies are available, information concerning a new credit plan and order blanks for distributors. Orders placed totaled a 30 per cent increase over the volume ordered by dealers on last year's cruise.



The five-star quality of our electrotypes is backed up by our method of *localized* national distribution from five star locations:

☆ NEW YORK ☆ INDIANAPOLIS

☆ CHICAGO ☆ DETROIT

☆ SAN FRANCISCO

This method saves you up to 54% on the transportation of electros on a national schedule. For each of our plants ships to the zones radiating from it.

And that is not the only saving you can make. Send us an actual or suggested schedule. We will estimate *localized* production and transportation costs. See our new book, "New Economies . . . New Speed" . . . Write or telephone—

REILLY

ELECTROTYPE CO.

A DIVISION OF THE ELECTROGRAPHIC CORPORATION

216 East 45th St., New York

INDIANAPOLIS • CHICAGO

DETROIT • SAN FRANCISCO

P. I. Advertising Index

April General Advertising Volume 7 Per Cent above 1934—
Outdoor's Increase over Last Year 5 Per cent

By L. D. H. Weld

Director of Research, McCann-Erickson, Inc.

THE general index for April is 79.8 as compared with the monthly average for the base period 1928 to 1932, which equals 100. This is a gain of 1.3 per cent from March, when the index stood at 78.8. Ordinarily advertising activity in April shows a seasonal pick-up from March; but the general index has been corrected for seasonal variation, which means that the gain in April represents a larger increase than normally occurs in that month.

The general index for April also registered a pick-up of 7.0 per cent over the corresponding month in 1934, when the index was 74.6.

Outdoor Advertising Increases Over 1934

The Outdoor Index for April is 56.4. The outdoor companies have been reporting substantial increases in bookings during the last few months, and this improvement was reflected in the March, 1935, index. The April figure, however,

MONTHLY INDEX OF OUTDOOR ADVERTISING

100 = MONTHLY AVERAGE 1928-1932 INCLUSIVE

Corrected For Seasonal Variation



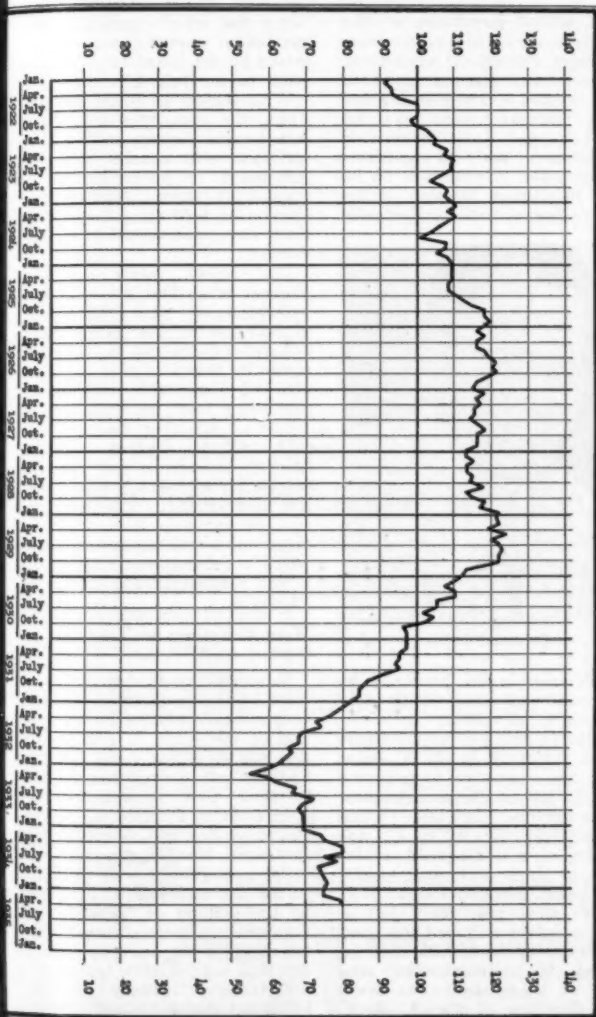
shows a decrease of 6.2 per cent from the March index of 60.1.

Actual billings in April were larger than in March, but they normally exceed March billings, and the decrease in the index, which is corrected for seasonal

variation, means that the April gain fell short of the usual seasonal pick-up.

On the other hand, the outdoor index for April of this year recorded a gain of 5.0 per cent over April, 1934.

GENERAL INDEX OF ADVERTISING ACTIVITY BY MONTHS
100 = MONTHLY AVERAGE 1928-1932 INCLUSIVE
Corrected For Seasonal Variation



Ask A. B. C. Changes

Southern Newspaper Publishers Association Wants Modification of Certain Bureau Policies

THE annual convention at Hot Springs, Ark., of the Southern Newspaper Publishers Association, last week, was given a first-hand report on the conclusions reached by the newspaper committee appointed by the Audit Bureau of Circulations to study its operations. The committee recommends no increase in dues, a revision of the Bureau's finances, re-distribution of

"since the report contains recommendations against changes already passed by the board to be put into effect before July 1."

With respect to board representation, the committee recommends that control remain with the advertisers, other memberships to be distributed in proportion to the amount of money paid by each division of publishers, but not less than one representative to each division.

The report points out that, whereas magazines are allowed to include, as net paid, certain types of circulation not permitted to newspapers, the A. B. C. should revise its policy so that the standards of Paragraph Eight in the newspaper form be applied to the forms of all other media, and so that circulation figures in all publishers' statements and auditors' reports for all media will be equivalent and similar. The committee also recommends that the definitions, rules and regulations, under which a subscription must qualify as net paid, shall be the same for all media.

Want Publishers to Take Interest in A. B. C.

Newspaper publishers are criticized by the committee as showing an insufficient interest in the operation of the A. B. C. and are told that the time has come for them to contribute their time and ability to the A. B. C. as well as money.

In addition to A. B. C. matters, the convention had as another high spot some blunt discussion on editorial management and its relation to the business side of publishing. In the opinion of Tom Wallace, Louisville *Courier-Journal-Times*, too many of the newspapers of today lack individuality because they are largely "cannery products." He urged that publishers' meetings



Emanuel Levi

representation in the board of directors and application of the same standards to all media.

Walter C. Johnson, of the *Chatanooga News*, S. N. P. A. member of the committee, brought the report to his Southern colleagues. The committee, he said, found that, whereas the A. B. C. was operating on a small profit, an increase in dues was unnecessary. An increase, voted by the A. B. C. directors is to take effect July 1. The convention endorsed the committee's recommendations and instructed Mr. Johnson to send copies of its resolution to newspaper directors of the A. B. C.

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lay greater stress on the importance of the editorial end of newspaper publishing as the foundation of success in the business end.

Emanuel Levi, general manager, Louisville *Courier-Journal-Times*, was elected president. He succeeds E. K. Gaylord, Oklahoma City *Oklahoman* and *Times*, who becomes chairman of the board.

Walter C. Johnson again was re-elected secretary-treasurer, his twenty-third term in this office. Cranston Williams continues as secretary-manager.

The customary golf tournament, this year, reflected the large attendance of members and guests. There was keen rivalry for places among the top players, but a gen-

erous awarding of prizes brought many consolation winners into the awards.

Tribute was paid to the late Walter H. Savory, under whose direction these tournaments were conducted for years. Future tournaments will be named in his memory.

Horace Hall, Dothan, Ala., *Eagle*, won low gross honors among members; John D. Ewing, Shreveport *Times*, second low gross, and Don S. Elias, Asheville *Citizen-Times*, third low gross. Among guests, Dick Wortham, George H. Mead Company, was low gross winner; G. H. Gunst, E. Katz Special Agency, second, and John Petrie, John H. Branham Company, third.

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W. B. Ziff Changes

Milton Safer has been transferred from the Chicago office to the New York office of the W. B. Ziff Company, publishers' representative. George W. Dieffenderfer, formerly with the San Francisco *Examiner*, has been added to the Chicago office.

New Radio Station

William H. West, formerly manager of radio station KMOX, and later with KSD, has opened a new station known as WTMV in East St. Louis, Ill. WTMV operates on a frequency of 1,500 kilocycles. General offices and studios are in the Hotel Broadview.

FACTS ABOUT THE HOME WORKSHOP MARKET

**SURVEY
NOW
AVAILABLE**

**HOME
WORKSHOP
DATA**

*Do you know
the home workshop
market?*

A SURVEY OF THE
HOME WORKSHOP
MARKET BY POPULAR
HOMECRAFT
MAGAZINE



A survey of the Homecraft Market recently conducted by POPULAR HOMECRAFT is deserving of serious study by all who can supply equipment, tools or materials to the hundreds of thousands of home workshop owners and those who are in the process of acquiring a workshop.

The home workshop market is responsible for aggregate annual sales of more than a million dollars.

Advertisers and advertising agents on the alert for active, potential markets should not fail to read every word of the new Survey concerning the fast growing Homecraft Market.

This complete, accurate data produced in beautiful booklet form, is now yours for the asking. Write to

POPULAR HOMECRAFT

737 North Michigan Avenue
CHICAGO

Member A. B. C.

Soul Searching Salesmen

(Continued from page 10)

Do I really try to give service?
When people look at my face,
what do they see?

Am I depressing or cheering to them?

Do I tell them sob stories about conditions, or—?

Does my voice help me; irritate people; put them to sleep?

Do I get too friendly in business contacts, so much so that it's easy to turn me down—and out?

Am I impatient?

Am I sarcastic—and do I call it humor?

Am I normally welcome where I go?

Would I buy from me?

Another question on attitudes comes up in connection with the people in your own organization:

Do I co-operate with other people in the company, whether I like them or not?

Do I think of co-operation as the immediate action that takes place when the other fellow does what I think he should do?

Do I run my share of this business as if I owned it?

Do I knock the company I work for?

Do I play the game on the level?

Am I a politician?

Am I outsmarting myself?

How often do I produce original business ideas?

Do I ever make suggestions to the boss?

What did the big stiff say?

Do I talk over grievances with someone in authority, or do I let them simmer?

And right here is a good place to stop and think a moment about your own make-up and your own "reactions," to use a neat technical expression.

Do I produce more with sympathetic treatment and consideration, or with manhandling?

Do I take well-meant advice gracefully and appreciatively?

Am I open-minded?

Am I cocky? Why?

Do I say yes and mean no?

Do I resent friendly criticism?

Can I discuss a point impersonally, or do I fly off the handle and burn myself up about little things?

Am I ever wrong about anything?

Who knows it?

If those questions are not sufficiently revealing or if they do not ring the bell, try these for target practice.

Do I take things too hard or not hard enough?

Am I low in the mind too often?

How long have I felt low?

What started it?

Any connection with my physical condition?

Have I any physical handicaps? How about a thorough physical examination?

Am I slow in making up my mind to do things?

Am I stale? Need a vacation?

Do I get discouraged easily?

Do I come back quickly?

Can I take it?

What are the things that really worry me?

Do they amount to much?

Can I analyze a situation and toss out non-essentials?

Do conditions at home worry me?

Do I handle my personal affairs well?

Am I intemperate in any way?

What is my biggest asset?

What is my biggest liability?

We are now within easy distance of you on the firing line, so why not try a bit of sharpshooting while you give a thought to what you say to your prospects and also to the way you say it?

Have I a good, interesting sales story?

Would it sell me?

Is the story prepared, or catch-as-catch can?

Do I lack thoughts—or words to express them?

Do I talk as if I know what it's all about?

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Am I thorough or do I just hit the high spots?

Do I believe what I'm saying?

Do I impress myself more favorably than I impress the prospect?

Do I talk too long in one spot without getting any place—like a fat man in a foot-race?

Do I listen enough?

Has it occurred to me that I don't learn much while I'm doing the talking?

Do I have enough imagination to see possibilities for business?

Am I too conservative, or the opposite?

Am I resourceful?

Am I nimble enough to see openings or to make them?

Your grandfather probably told you that little boys who do not make good use of their time and talents get no place. You've heard it a couple of times since the old gentleman first mentioned it. So these:

Am I a good supervisor of me and my time?

Am I seeing the right people?

Do I see enough new prospects—or do I spend too much time in trying to crack hard nuts or in developing old customers?

Do I actually work hard enough?

Do I know enough about the territory I work? Or too much?

Would I do better in another territory?

Why?

Am I unconsciously lackadaisical, an in-and-outer: fat week and a thin one?

Am I interested in earning more?

Do sales contests stimulate or disturb me?

Would I hire me if I were manager?

Why am I not manager?

What do I need to hold a bigger job?

Well?

Do I really plan and look ahead?

Where: toward sunrise or sunset?

And here's a close-up and a fade-out:

Am I on a daily treadmill or do I get pleasure out of working?

When and where am I really happy?

Why?

Am I lazy, tired, habitually low, or simply not interested in what I'm doing for a living?

If I subtract what I am from 100 per cent, what's left?

What would it take to make me feel and do better?

If I could have any job I wished for, any place, what and where would it be?

What shall I be doing five years from now?

Where do I go from here?

When?

And there you are. Any salesman can think of scores of additions to this self-administered third-degree. If he gets this far, and has completed the examination, he may have the answer to the last and most important question: What's wrong with this picture, or, perhaps, what's wrong with me?

Once in a while I catch up with the yarn about a party of convivial picnickers who went down to the livery stable to hire a horse and carriage. "But," said the liveryman, "that horse can't pull all of you." "Why not," asked they, "ain't we all got whips?"

I have met salesmen who felt that they were playing the horse and also, I've talked with sales managers who insisted that they were cast for the part.

Whatever the reason or whatever the source of discontent and discouragement, I have a notion that a thorough self-review will help to clear things up and show a man whether he knows the difference between self-analysis and self-pity.



Appoints White-Lowell

Post Institute, New York, has appointed the White-Lowell Company, Inc., of that city, to handle the advertising of Ultrasol, for hair and scalp. A schedule in national magazines has been released.

McMahon Transferred

Charles McMahon, Cleveland sales representative for the Detroit Vapor Stove Company, has been transferred to New York, with offices at 331 Madison Avenue. He is a past president of the Financial Advertisers Association.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George F. Rowell
John Irving Rorer, Editor and President
1908—1935

PRINTERS' INK PUBLISHING CO., INC.
185 MADISON AVENUE, NEW YORK

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DOUGLAS TAYLOR, Vice-President
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London, 30 and 31 Great Queen Street, W. C. 2: McDonough Russell.

ADVERTISING OFFICES

Chicago, 6 North Michigan Avenue; Gora Compton, Manager.
St. Louis, 915 Olive Street; A. D. McKinney, Manager.
Pacific Coast: M. C. Mogensen, Manager. San Francisco, Los Angeles, Seattle, Portland.

Subscription rates: \$3 a year, \$1.50 six months. Canada \$4 plus duty \$2.60 a year. Foreign \$5.

NEW YORK, MAY 30, 1935

Industry's Deal At the moment of this writing, the Supreme

Court's action of Monday is still too close to be seen in true perspective or to be understood in anything approaching adequate and considered comprehension.

A decision, already called as momentous as that which established historic precedent in the Dred Scott case, has voided the codes of the NRA, killed the farm moratorium, torpedoed the Federal Alcohol Control Administration, bewildered the AAA, and jeopardized the Electric Farm and Home Authority, the National Labor Relations Board, the Textile and Steel Labor Relations Board, and the Commodity Credit Corporation.

Further, the decision, in specific exposition of governmental processes, strikes so deeply into New Deal principles as apparently to leave the Administration at least temporarily helpless—helpless to

enforce New Deal legislation already enacted and helpless to devise any program of additional legislation that would hold water, constitutionally, and at the same time, carry forward the current Government's projects for a planned economy.

It seems inevitable, now, that the Administration will appeal to the people, and specifically to the leaders of business. Within less than twenty-four hours after the decision's release, Washington was talking of code-extension by voluntary action.

But, whatever be the method, industry now confronts a grave responsibility. If there is cause for jubilation, if there is reason for rejoicing over industry's emancipation from what some men have considered the shackles of bureaucratic mis-control, let the merry-making be brief. For we Americans have a job on our hands.

It would be comfortable to assume that, with restraint removed, business is ready to bound upward in a real recovery. There are reasons to believe that, impelled by "normal" influences or by New Deal influences—and that distinction need concern us no longer—we are moving toward better times.

But industry will delay that progress if, in the exercise of this new freedom, industrial leaders essay to discard the humanitarian ideals for which, by right methods or wrong, the President has striven.

Specifically, industry will delay prosperity and retard civilization if industry tolerates the reappearance of that monstrous thing called child labor. Industry will cut its own throat if it slashes wages and prices. And industry will consummate its own demise if it lets down the bars to ruthless, wolfish competition.

For two years, business has argued for the right to control and

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restrain itself. Here, at last, is the opportunity. And let leaders and executives remember that business is a department of life, and that life goes on only because each of us so lives that all other children of Eve may live, also.

Compulsory Cheese

Cheese, if the will of the lawmakers of Wisconsin prevails, will be a compulsory item of every meal served in restaurants within the borders of the Badger State. The Assembly there has come up with, and passed, a measure requiring proprietors of all eating houses to shove one-third of an ounce of cheese, as well as two-thirds of an ounce of butter, under the nose of every patron.

What the customer does from there on is a matter which, at the present writing, the Wisconsin solons have generously refrained from legislating. There is no specific requirement, punishable by fine or imprisonment, or both, making it mandatory that you eat this cheese. All you have to do is buy it, either directly or in whatever manner the restaurateur chooses to pass on his cheese overhead. Obviously, however, the measure is potentially very effective in increasing cheese consumption, because even if the customer does not eat his cheese he is very likely to damage it in some way, such as flicking cigar ashes on it or kneading it with the handle of a fork, thus necessitating its withdrawal from the available supply.

The implications of this technique of plowing agricultural surpluses into the consumer instead of the ground are almost too harrowing to think about. For instance, the mere sight of one-third of an ounce of cheese at breakfast is enough to shatter the nerve of many. Worse than that is the likelihood that there can be no stopping this sort of thing, once

it's under whey. The temptation of the cheese industry to prompt the public servants to increase the quantity of the involuntary portion far beyond a mere one-third of an ounce will be difficult to resist. In point of fact, considerable opposition to the present bill was offered by legislators who felt that the amount specified constituted a discrimination against cheese. Later they are likely to wonder, why stop at restaurants? Then you might have a law requiring department and drug store clerks to slip a hunk into the pocket of every customer.

On the surface the whole thing is a devastating instrument of forcing distribution and consumption. Nevertheless we are inclined to view equably the potential threat to advertising which is embodied, being firm in the belief that in the long run the consumer will voice active resentment at being thus left out on a limburger.

Debunking's Danger

As no doubt someone has remarked before this, civilization is the process of conquering Nature. Now, we endorse civilization; but, at least for the moment, our Situation Department is freighted with the fear that the conquest is being carried too far.

As the conqueror marches on, down go the weeds of ignorance; but down, also, go the flowers of our faith. And, as we look backward along the path of progress, nothing seems left standing higher than a dandelion.

Consider the weather, made famous because Mark Twain remarked that nobody ever did anything about it. Today the air-condition industry stands tip-toe ready to make weather to your measure.

Consider supply and demand. There was something you could anchor to! And then along came the Brain Trust to haul up the

anchor chain and grind the anchor into alphabets.

And now impends the annual meeting of the National Association of Insecticide & Disinfectant Manufacturers, all primed to go into all aspects of its technical and marketing situation, and in particular on edge, we surmise, to hear W. B. Eddy, of the Rochester Germicide Company.

From the angle of disinfectant sales, Mr. Eddy will report on "An Attack on the Law of Diminishing Returns."

To Mr. Eddy all honor—even if apprehensively—for carrying on. Advancement is inexorable. But we feel that he ought to be warned that if *that* law is repealed, merchandisers and their captive counselors thenceforth will spend *all* their lives in conference. For, lacking the law of diminishing returns, to what awesome source can they resort for a clincher and a closer?

19,000 Men

WANTED: In the metal-working industry, 19,034

skilled workmen!

A study by the National Industrial Conference Board reveals that many vacancies—19,000 jobs waiting for 19,000 men who would add man-power to the market's impetus.

Here is a premise from which superficial optimism might jump to the wrong conclusion. Men wanted! At last, we've turned that corner!

Well, we have; but it happens that this labor shortage shadows forth, not one fact, but two facts. And the second is that for the loss of this lost battalion, the metal-working industry, itself, is partly responsible.

True, the depression contributed. But among all the contributing causes, this one, set forth in the Conference Board's report, stands out:

"Inadequate apprentice training

before the depression, the loss from this cause being aggravated by the suspension of many apprenticeship programs during the depression."

And the remedy? In part, this:

"As a long-time policy, industrial employers who co-operated with the Conference Board in this survey are unanimous that the real solution is the establishment of a comprehensive and efficient system of apprentice training. They recognize that apprenticeship must be made more attractive than in the past by assuring the apprentice an all-around mechanical training, by offering him the prospect of satisfactory earning power, stability of employment, and opportunity for advancement."

The Conference Board urges intra-industry co-operation. And meanwhile, in this objective analysis of its own shortcomings, the metal-working business sets a wholesome example.

"Nobody Wins a Strike"

May it be the good fortune of business not to

be forced many more times to write advertising copy about strikes. In even the unpleasant circumstances of a labor dispute, advertising has been found useful; but, after all, advertising's normal job is the sale of goods and services.

Yet, when an occasion does arise in which it seems necessary for management to lay its labor case before the court of public opinion, it will be well if, in the proceedings, management can comport itself calmly and rationally and can refrain from throwing epithets. Somehow, name-calling doesn't convince.

In this issue, **PRINTERS' INK** quotes—and here commends—a page of "strike copy" published last week by the White Motor Company.

And we suggest: Let technicians read the White copy for its manner—and philosophers for its matter.

A Manufacturer
advertised in

ARCHITECTURE *and received*

Results in the form


of 96 important inquiries

which he passed on to his

sales force and immedi-

ately ordered another in-

sertion in



ARCHITECTURE published by the SCRIBNERS
which produced 3,645 leads for
manufacturers in the month of March 1935

Watch for our next *Result* bulletin

The Little Schoolmaster's Classroom



Criterion Photocraft

FOR many years the carpet tack was about the drabdest and most uncomfortably packed product going into the home. Of all the colors in the world perhaps the least inspiring is that peculiar "black" which surely deserves the name of "carpet-tack gray" for the color of the box.

Furthermore, most tack boxes were apparently fiendishly arranged with all tacks packed point upward so that even a calloused fingered carpenter found himself liberally punctured before he was able to crack the first tack out of a package.

Ingenious indeed was that user of tacks who was able to keep the box upright during the period of use. The box had a narrow base, usually slightly rounded at the bottom, with the result that any zephyr, such as might be caused by the profanity resulting from a hammer-hit finger, caused the box to turn over firmly on its side, spilling most of its contents into inaccessible places.

Fortunately for the consumer improvements have been made in

tack boxes. Most recent of these is the work of The Steel Company of Canada, Limited, which is pictured above. Concerning the change, W. A. Bates of the advertising department says:

"Nine different types of tacks are being packed in this manner, the package for each type being set up in a different combination of colors. Details for sizes and colorings are also shown on the literature.

"But perhaps a more radical change may be noted in the form of the package. Instead of a tall package set on a small base with open end, this package has been re-designed. Its base has been chosen as the side of the package having the largest area, thus an immediate improvement will be seen in that the new package has a broad base and is shallow in height. Its non-tipping feature is immediately apparent.

"Still another great improvement has been effected by this change, for the top or open side of the package utilizes the other face of large area permitting one to in-

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sert the fingers in the package and withdraw the tacks without danger of pricking the fingers. The nuisance of tipping a package over to secure the tacks and the necessity of replacing unused tacks again in the package are eliminated. Further, when a person is laying a carpet, oilcloth, or window trim the package can be slid along the floor as the person moves from spot to spot.

"The self-selling features of these packages as above outlined, together with the bright assortment of colors, leave no doubt in the minds of the dealers the sales possibilities presented."

. . .

It is not to be disputed that many advertisers lose much profitable business because they fail to turn a rightful proportion of inquiries into sales. When an individual becomes so interested that he goes to the trouble of writing, somebody should close the sale, or know the reason why and right there is where the investigation on the part of the sales manager should start.

There's a way of getting people to say why they don't make a purchase; and this is a vital point to establish in the interest of the future—the success or failure of advertising.

By sending out a series of three friendly letters to a list of discarded inquiries, one manufacturer turned 18 per cent of them into orders. Those neglected orders turned the advertising campaign from failure to success.

. . .

The next time you pass a Ford on the street, take a close look and remember that lodged beneath its shiny paint, merged into its metallic substance, are cotton, corn, flax, sugar cane and miscellaneous contributions from sheep, cattle, hogs and goats.

Henry Ford has long been a staunch advocate of the utilization by industry of a greater portion of the farmer's products. "I think of the big industries of tomorrow," he once said, "surrounded by farms able to sustain them. Not only with food but a part of the products they require. We do not know

I Want A Tough Selling Job

Somewhere there is a manufacturer whose product is inherently right—who is willing to pay well for results—but the selling is tough—success depending upon seasoned ability in closing.

THE PRODUCT

Preferably, it is nationally advertised with an opportunity to sell the advertising as well as the product.

COMPENSATION

If immediate sales are in the wood, a commission is preferred. If a lengthy preparatory period is necessary, a reasonable salary with the real pay-off upon later performance.

TERRITORY

Philadelphia headquarters desirable, but not essential.

MY EXPERIENCE

Specialty selling to the trade and the consumer—development of successful sales technique—training others to produce.

H. M. GALLAGER

170 Lismore Avenue
Glenside Pennsylvania

WHY I SHOULD BE YOUR ADV. MGR!

I'm writing copy for a top-notch agency with whom I've been several years. I like my boss and he likes me. But I feel I'm "ripe" for some advertiser who wants a seasoned advertising manager who not only can develop effective selling ideas but also has the ability to sell them. More than 11 years' service to 4-A agencies and manufacturers has given me a thorough background in advertising and merchandising; sales promotion; buying of art, engravings and printing; dealer cooperation. University graduate and only 33—young enough to be chock full of practical ideas and old enough to temper my enthusiasm with experience and judgment. Looking for permanency. Will go where opportunity knocks. Address "H," Box 102, P. I.

Advertising Manager

of leading national trade publication sees bigger opportunities in agency business; fifteen years' successful record; only interested in worth while, permanent connection in executive position; controls business. Address "E," Box 105, P. I.

BINDERS

To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly holding twelve copies is \$1.25, postpaid, and the Monthly holding nine copies \$2.00, postpaid. These binders are an attractive addition to any desk or library.

what these products are or what they will prove to be but we are trying to find out. We want to go as far as is scientifically possible in breaking down farm products into their basic elements to find new combinations and new uses."

No one can deny that Mr. Ford practices what he preaches. The back cover of the "Ford News" for May is devoted to a simple yet fascinating exposition of the manner in which the curious conglomeration of animal and vegetable matter, previously mentioned, is converted into the things that go to make up a modern motor car. "We Paint Ford Cars with Soy Beans" reads the engaging title and the text goes on to explain:

"The farmer's service has been extended. Once his main job was to keep the nation's dinner table supplied. Now he also supplies materials for industry.

"The farmer helps to build Ford cars and trucks, and the Ford Motor Company helps to make farming more efficient and convenient. We help each other and that helps the country.

"The enamel developed by Ford chemists for finishing our cars gets one of its principal ingredients from the farmer's fields. That is why we say 'We paint Ford cars with soy beans.'

LOOKING



for an "eyeteeth" job. Graduate Traphagen School. Smart fashion sketching of dresses, millinery, and accessories. Salary secondary to right position.

Florence Lewis

"G," Box 101, Printers' Ink.

TORONTO
MONTREAL
WINNIPEG
EDMONTON

GIBBONS KNOWS CANADA

REGINA
CALGARY
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"To make a million V-8's this year, we must use the labor and products of thousands of farmers. The harvest of hundreds of thousands of acres will go into the production of the Ford car. Among other products of animal husbandry and the soil we shall buy:

From the Fields

Cotton—69,000,000 pounds from 433,000 acres for upholstery, brake linings, timing gears, Safety Glass.

Corn—500,000 bushels—the harvest of 11,280 acres—for rubber substitute, butyl alcohol, solvents.

Flax—2,400,000 pounds of linseed oil—yield of 17,500 acres—for paints, core oil, soft soap, glycerine.

Sugar Cane—2,500,000 gallons of molasses from 12,500 acres of cane for anti-freeze, shock absorber fluids, solvents.

From the Pastures

Sheep—3,200,000 pounds of wool from 800,000 head of sheep to be used in upholstery, gaskets, anti-rust, floor coverings, lubricants.

Cattle—1,500,000 square feet of leather from 30,000 cattle for upholstery and hide glues. Cattle also supply raw material for milkcasein glues, greases and glycerine.

Hogs—20,000 will be used to supply the lard oil for lubricants, oleic acid, and bristles for brushes.

Goats—350,000 pounds of mohair from 87,500 goats for making pile fabric.

"The Ford car is a good customer of the farmer, and of every industry through which the farmer's product passes for processing.

"Steadily increasing sales have already given us a good start toward our million goal. Much of this impetus has come from farmers in search of fast, dependable, low-cost transportation for their families and their farm produce. They are finding it in the Ford V-8 cars and trucks they helped to build."

* * *

To this message, the Schoolmaster can add but one postscript. Since a sermon is only as good as the good it does and the good it does is limited, in turn, by the size of its audience, why can't this whole

BUSINESS OPPORTUNITIES

\$1000 TO INVEST

Exec. Salesman, Adv. Exp. will operate Phila. branch for est. meritorious business. Can cover New York. Box 689, P. I.

HELP WANTED

Young man to head one man Production Department in small, fast growing agency. Must know direct mail production, handle space detail. Starting salary \$25.00. Box 687, Printers' Ink.

Junior Account Executive. Copy, idea, layout ability. Good merchandising background essential. Busy head of small agency needs understudy. Low starting salary. Box 688, Printers' Ink.

ADVERTISING MANAGER

Large manufacturer, national advertiser of several food products for 15 years, interested in man thoroughly grounded in sales planning, budget control, and copy technique. Must have experience in working with large sales organizations. Give chronological experience, previous salaries, etc. All correspondence confidential. Box 690, Printers' Ink.

MISCELLANEOUS

Economical process reproduces out-of-print advertising literature, catalog pages, diagrams, pictures, pamphlets, etc. Cuts unnecessary. Samples. Laurel Process, 480 Canal St., N. Y. C. Walker 5-0528.

POSITIONS WANTED

ARTIST, 16 years national experience, wants free-lance work, space proposition or permanent position. Creative, layout, lettering, figure and retouching. Box 693, Printers' Ink.

Artist—Young man, airbrush retouching, pictorial, mechanical. Layouts, lettering, roughs, finishes, merchandise illustrations, etc. National-local accounts. Moderate salary. Box 691, Printers' Ink.

Advertising Executive for manufacturer distributing through retailers. 5 years as advertising manager for national advertiser. Highly successful in creation of dealer service due to previous broad retail experience. Box 692, Printers' Ink.

ONE WOMAN ADVERTISING JOB

Highly qualified, responsible woman with ideas, available for position where talent plus experience is needed. Splendid record of achievement in sales promotion, copy production, contests and publicity. Box 686, Printers' Ink.

Publicity Publication Suspending

Managing editor has 15 years' diversified experience in publication and direct mail. Copywriting, editorial, production, purchasing, contact. Possess list of 2,500 accounts sold and 40,000 others contacted. 12H, 320 Riverside Drive, N. Y.

SALES PROMOTION OR PUBLICATION REPRESENTATIVE—NEW YORK

Copy & Plan Man—Many N. Y. agency contacts with fuel and insurance sales promotion background wants connection where earnings depend on ability. 28, Christian—married—sales-minded worker. Box 694, Printers' Ink.

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No responsibility is assumed for any omission

Advertising rates: Page \$135; half page \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

idea be refined, revamped and refurbished for public consumption? To be sure, William J. Cameron, in his illuminating discussions on the Sunday-night Ford Hour, has already adopted the very purport of this message for one of his texts, and to the delectation of at least one member of the Class.

The subject is one of broad interest and timeliness. It deals with basic economics of a kind that is easily understandable and that should engage the attention of everyone, city dweller or farmer.

It seems to the Schoolmaster that any manufacturer whose product contains by-products of the farm could stand to benefit from a campaign along these lines, not only because of the good-will which he would thus foster among farmers, but also because such a stimulating contribution to current economic thought would inevitably result in a greater respect toward his product on the part of the consuming public.

♦ ♦ ♦

Chicago Financial Group Elects

Paul P. Pullen, Chicago Title & Trust Company, has been elected president of the Chicago Financial Advertisers. He succeeds J. K. Waibel, Continental Illinois National Bank & Trust Company.

A. E. Bryson, Halsey, Stuart & Company, was named vice-president and E. A. Hintz, Kaspar American National Bank is the new treasurer. Miss Ruth Gates, State Bank & Trust Company of Evanston, was re-elected treasurer.

Directors include: Chester L. Price, City National Bank & Trust Company; J. Mills Easton, Northern Trust Company; Charles S. Frye, Chicago Journal of Commerce; and Rufus R. Jeffris, Harris Trust & Savings Bank.

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Heads Philadelphia Women

Edith Ellsworth, space buyer, Roche, Williams & Cunningham, Inc., was elected president of the Philadelphia Club of Advertising Women last week. Other officers elected were: Elsie Weaver, vice-president; Clare V. Fey, treasurer; Charlotte Bobb, corresponding secretary; and Elizabeth V. Wilson, recording secretary. New directors are: Nan M. Collins, retiring president, Alice M. Rudy, Esther Wass and Marie V. Kelly.

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Has Canadian Corset Account

The Dominion Corset Company, Ltd., Quebec, has appointed the Ronalds Advertising Agency, Montreal, to direct its advertising.

In our well-equipped plant is one of the largest

Batteries of Color Presses

in Manhattan. Because of this equipment, many of the biggest companies in the country find that Charles Francis Press not only gives far better results in color printing but actually saves

them money on press work.

Next time you are placing a four-color printing job, call

Charles Francis Press

PRINTING CRAFTS BUILDING ■ ME-dallion 3-3500

461 Eighth Avenue, New York

In the meantime, why not let us show you some of the beautiful color printing we have done for other discriminating buyers

FIRST IN

DEPARTMENT STORE*

ADVERTISING

Because they sell chiefly to women, these stores place more advertising in the newspaper which reaches more women.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

*During the first four months of this year the Tribune carried more department store advertising than any other Chicago newspaper.

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